



LIFE

VEILS TODAY & TONIGHT

OCTOBER 18, 1937 **10** CENTS

Man Feeding made Easy



This savory MEAL-IN-A-MINUTE makes a hit
with men who are hard to please

If you think it's hard to prepare food men like, try this mouth-watering dish ... Beans with Pork Sausage. Heap a hungry man's plate with it and watch the first forkful tell you how well he likes it. It's an easy-to-prepare Meal-in-a-Minute sure to satisfy and please.

That's because it's made with luscious, mealy Van Camp's Pork and Beans enriched with tangy tomato sauce. Don't confuse Van Camp's with ordinary canned beans. Taste their delicious flavor ... their real tomato sauce ... and you'll recognize the difference.

Your grocer is featuring a complete as-

sortment of Van Camp's Meal-in-a-Minute table treats. Now's the time to buy a supply. Keep plenty on hand for quick, tasty dishes. They are economically priced ... Van Camp's everyday prices are lower than most nationally known canned foods.

Send for new illustrated file-book of Meal-in-a-Minute recipes. Shows twenty-eight easy ways to prepare appetizing dishes. Contains menus, shopping lists and other helpful information on meal planning. For FREE copy send your name and address on a postcard to Van Camp's, Inc., 2108 So. East St., Indianapolis, Ind.



Van Camp's
Meal-in-a-Minute
for November
costs only 6c a serving

BEANS WITH PORK SAUSAGE

How to make it: (1) Slice and fry 1/2 lb. link sausage with 3 tablespoons chopped onion. (2) Add 2 cups Van Camp's Pork and Beans and 1/4 cup Van Camp's Catsup. (3) Heat and serve with shoestring potatoes, brown bread, applesauce and ginger snaps.

Van Camp's
PORK
AND
BEANS
PREPARED WITH TOMATO SAUCE

Keep these Van Camp's table treats on your pantry shelf:

BEAN HOLE BEANS • SPAGHETTI • CHILI CON CARNE • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP

Headachy, Logy? ... take a laxative that COUNTERACTS GASTRIC ACIDITY, too



Lower than a lizard's tail—that's how my usually peppy husband said he felt this morning. Mumbled about a headache. Talked about feeling dull and logy. Then a bright idea dawned on me. I gave him some Sal Hepatica—two teaspoonfuls in a glass of water—and told him severely, "Never mind what this is. Just take it." He did and ...



Presto—soon things were brightening. You see, Sal Hepatica helps two ways—it cleanses the intestinal tract—quickly, gently. And it counteracts gastric acidity, turning a sour stomach sweet again. And, say, what a difference this two-way action makes! Soon, you should have seen him! He was ...



On top of the world! Feeling so good, in fact, that he made me drop everything and skip out to the country for a hike. "What was that fixer-upper you gave me?" he demanded. "It's sure worth its weight in gold!" So I told him, "Sal Hepatica, m'love—and from now on we're never going to be without Sal Hepatica! Never!"

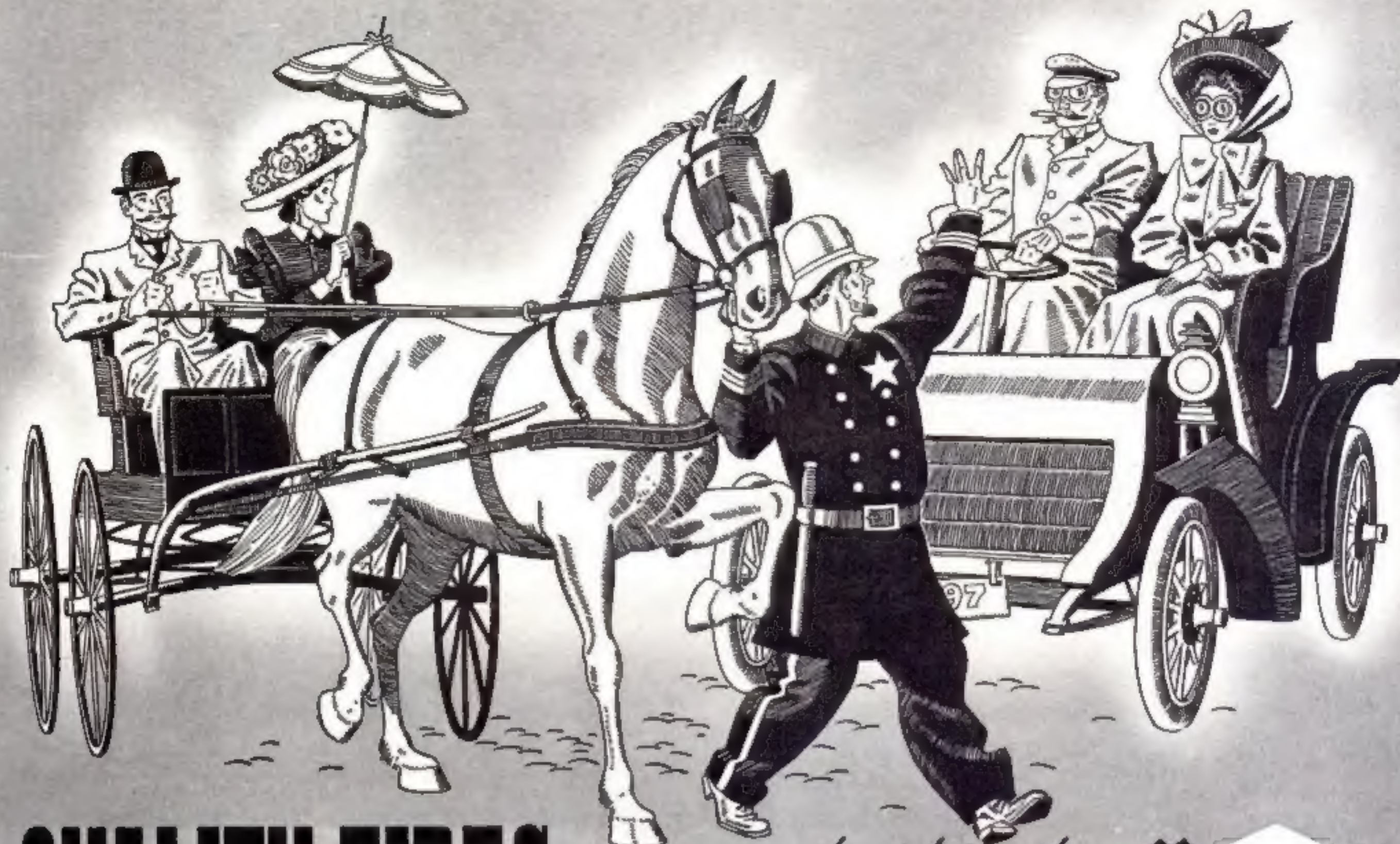


P. S. ... As every wife should know, Sal Hepatica's double action helps other troubles, too. When you've a cold coming on, when you've over-eaten, or over-indulged, this mineral salt laxative acts not only as a laxative but as an acid-fighter, too. You try it. See for yourself!

TUNE IN: "Town Hall Tonight"—Full hour of music, drama and fun. Every Wednesday night—N. B. C.—coast to coast.

Sal Hepatica does BOTH!

Even before they had traffic lights



QUALITY TIRES *were marked like this* **Diamond**

When automobiles first began to dispute the right of way with horses—more than 40 years ago—Diamond was a well-known name in rubber. It is one of the few names that have endured since the industry's beginning.

Today, Diamond still stands for tire safety, for dependable tire service, for long mileage.

For safer going, on any road at any speed, the Diamond Super Service Tire brings you these special features—a tread that gives

many extra miles of positive traction and skid protection; a body of extra strong cords imbedded in live rubber; extra strength wherever needed for protection against road shocks and blowouts.

Your Diamond dealer asks you no price premium for this unusual tire value, the product of 43 years of successful experience in rubber. See him today. He sells tire safety for passenger cars, trucks and buses.

Factories: Akron, Ohio and Los Angeles, California.

Diamond
BLOWOUT PROTECTED
TIRES

QUALITY LEADERS SINCE 1894



THIS MAGNIFICENT DE LUXE EDITION **FREE**

VAN LOON'S GEOGRAPHY

By Hendrik Willem Van Loon

525 PAGES: 163 ILLUSTRATIONS

Former Price \$3.75

Let Us Send You This Beautiful Volume—a Typical
DELUXE EDITIONS CLUB Bargain—FREE! Great
Books, Formerly \$5 to \$25, NOW Only \$1.69 Each!

MORE than 151,000 people paid \$3.75 for their copy of this fascinating best-seller, "Van Loon's Geography." The special coupon below will bring it to you absolutely free. We offer it to you as a gift in order to illustrate the remarkable savings you can now enjoy as a Charter Member of the De Luxe Editions Club!

You are invited to join the 10,000 members of this Club—and to share with them an unusual opportunity to obtain (for only \$1.69 each) many of the finest books, in all branches of literature, in superb bindings of exquisite beauty. Not merely books that are read today and forgotten tomorrow. But famous volumes which you will be proud to include in your lifetime library—and which you may now have at a price below that asked for ordinary, commercial-edition novels!

FREE Charter Membership

You may still join as a Charter Member without extra cost. And once you have joined, you will have the privilege of obtaining books that were formerly \$5 to \$25—in gorgeous new De Luxe Editions—for ONLY \$1.69 EACH. And, as a Member, you will never pay more for these books, regardless of how much higher, due to constantly rising costs, it becomes necessary to increase their price!

Over 10,000 other book lovers are now getting—for only a fraction of what such fine books usually cost—true De Luxe volumes, luxuriously bound, handsomely printed, rich in content and enjoyment. The Club's volumes average 6" by 9½". Frequently larger! They contain 500, 600, even over 1,000 pages. Gorgeous illustrations in color by the greatest masters enrich many; others abound in fine drawings and photographs. And every volume is complete, unexpurgated.

What Makes It Possible?

How can this be done? Only through the co-operation of America's leading publishers! They have consented to our use of the original, first-edition plates in printing these new De Luxe Editions! And contemporary authors themselves are accepting smaller royalties.

In recent months De Luxe Editions achievements have included such outstanding values as "Stories of the Great Operas," formerly in 3 volumes at \$10.50; "The Book of Old Ships," illustrated by the famous marine artist, Gordon Grant, formerly \$20; and Chaucer's "Canterbury Tales," in modern English, with 25 full-page drawings in color by Rockwell Kent, formerly \$25! Can you imagine getting such exciting values for only \$1.69 each, plus few cents postage?



"If the English Channel Should Run Dry"—a typical illustration by Hendrik Willem Van Loon for this fascinating book.

ONE OF THE GREATEST BOOKS OF OUR TIME

Never has Geography been made so exciting, so irresistible, so human! Here is not a dry, dull treatise stuffed with pink and blue maps—but a living, pulsing story that makes you see, as nothing else ever has, exactly what our world is like! Why the people who inhabit this globe are what they are! How our seas and mountains and lakes and rivers came into being! And even why, from a geographical standpoint, today's world is in the perilous throes of discontent and strife.

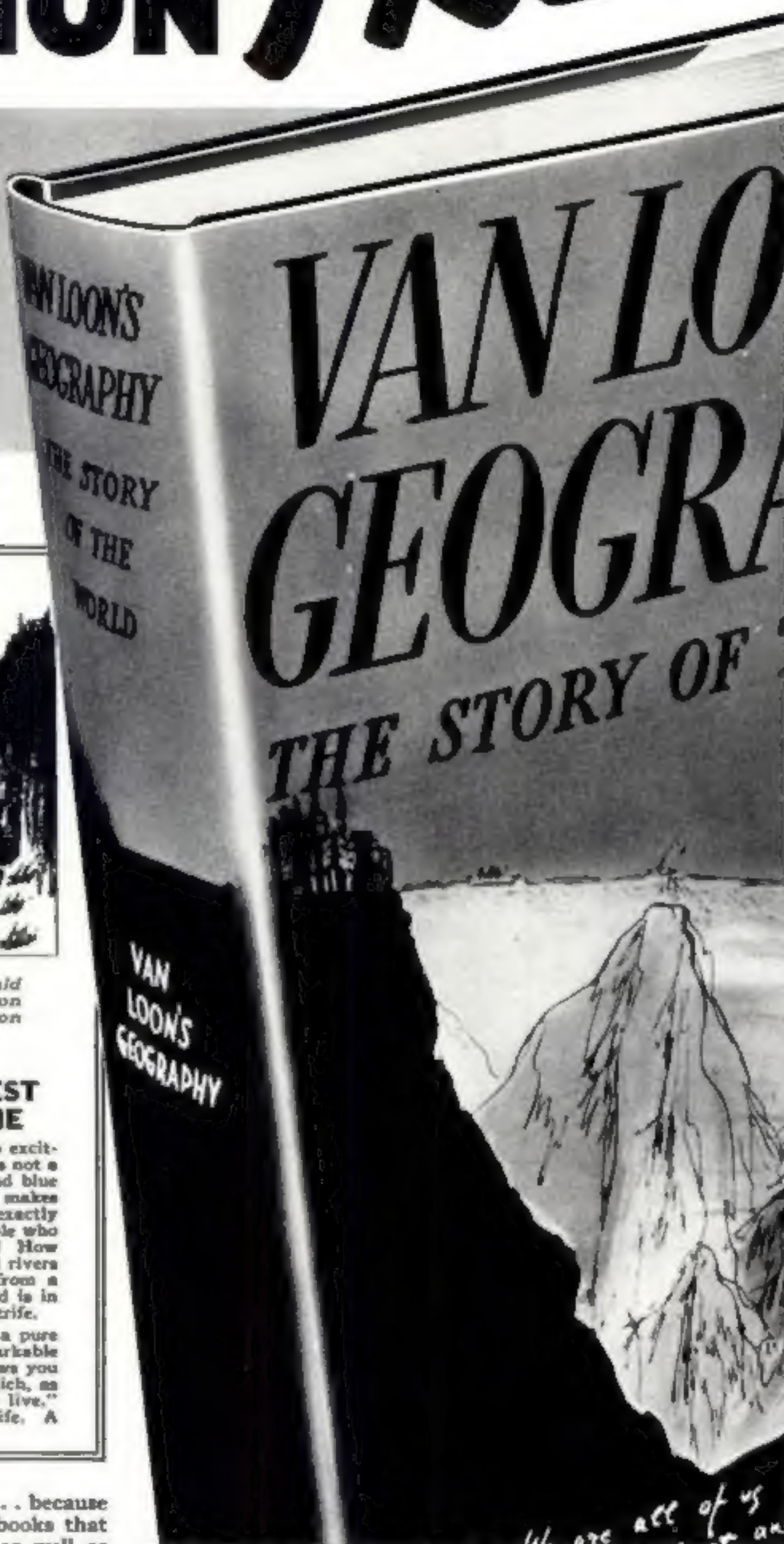
And the author's own pictures are a pure delight! 163 in all—many in a remarkable "three-dimension" technique that shows you the true nature of the earth upon which, as Mr. Van Loon says, "we happen to live." A book you will treasure all your life. A book you may now have FREE!

Because you love beautiful books . . . because you wish to build a library of fine books that will be treasured by your children as well as yourself . . . accept this special gift-invitation at once!

SEND NO MONEY

The coupon at the right is all you need to accept this offer. No money need be sent. Your free copy of "Van Loon's Geography" will come to you at once. With it will come the current month's bargain selection and the current issue of the Club's "Folio"—a monthly magazine of interest to you as a booklover. The "Folio" is free, to Members exclusively. Each month it not only tells unusual facts about the current selection, but it pre-views the coming month's selection as well. Thus you always know in advance what the next book will be. Your subscription for the "Folio" will begin at once, without cost, immediately upon receipt of the coupon. Mail it now!

THE DELUXE EDITIONS CLUB
Dept. L-10, Garden City, N. Y.



FREE GIFT-BOOK COUPON

THE DE LUXE EDITIONS CLUB
Dept. L-10, Garden City, N. Y.

Please enroll me free as a Charter Member and send me each month the members' exclusive publication, "THE FOLIO," which reviews the current and forthcoming selections. My membership will bring to me, each month for an entire year, the Club's De Luxe Selection—a book that formerly sold for \$5.00, \$10.00, or even more—but which I am to have for only \$1.69 plus the few cents postage. In consideration of my enrollment as a Charter Member at this time, you are to send me at once, absolutely free, my gift copy of VAN LOON'S GEOGRAPHY.

Name.....

Address.....

City..... State.....

This One



K7G1-NYA-QQSB

TYPISTS SAY:- it's Easy Touch!



"I'm fresh as a daisy at closing time. The Underwood never tires you out."

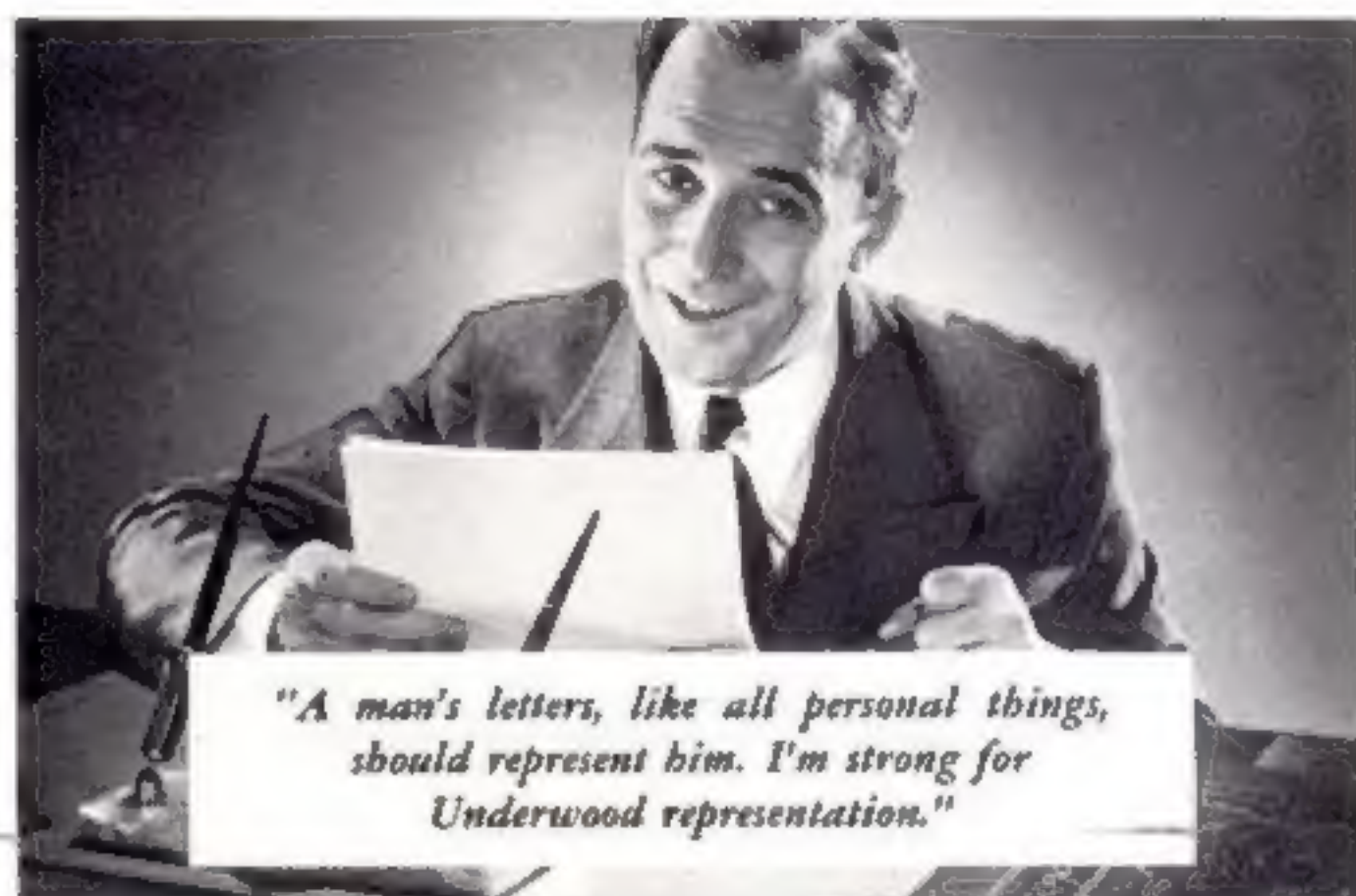


"Underwoods are always easy on the fingertips. There's no wrist-weariness at the end of a busy day."

BOSSES SAY:- it's Quality of Work!



"I like the clean-cut way the Underwood types... not a fuzzy character on its entire keyboard."



"A man's letters, like all personal things, should represent him. I'm strong for Underwood representation."

BOTH ARE RIGHT: TYPISTS everywhere enthuse about the Underwood because, as they say, it's so easy to operate. And it's true. Underwood has spent millions making it so. But what girl is there who isn't equally enthusiastic about the fine, clean-cut writing job the Underwood turns out.

And what boss is there who is insensible to the fact that his typists are happier, do far better work in less time, because they have a fine, sensitive, perfectly tuned, writing machine at their fingertips.

Standardize on Underwoods, they're kinder to office budgets. Every Underwood Typewriter is backed by nation-wide, company-owned service facilities.

Typewriter Division, UNDERWOOD ELLIOTT FISHER COMPANY
Typewriters...Accounting Machines...Adding Machines...Carbon Paper, Ribbons and other Supplies
One Park Avenue, New York, N. Y. • Sales and Service Everywhere
Underwood Elliott Fisher Speeds the World's Business

Underwood-



Outstanding Performance
is the Obligation of
Underwood Leadership

THE WINNER! At the recent Canadian National Exhibition Typewriting Contests, Toronto, Underwoods established two new world's records (under official International Contest Rules) and won six typewriting championships —every event on the program!

Copyright 1937, Underwood Elliott Fisher Company

Dick Powell, Fred Waring, Rosemary Lane, Ted Healy, Priscilla Lane, Lee Dixon—a few of the many stars in the film...

"Varsity Show"



William Keighley, Ace Director of Warner Bros.' super-musical production, "Varsity Show"



William Keighley

FAMOUS HOLLYWOOD MOTION PICTURE DIRECTOR
OF WARNER BROS. PRODUCTIONS

says: "It takes a precision-built camera with a good lens to make good movies... That's why amateurs can produce such good pictures with the palm-size Filmo."

● WILLIAM KEIGHLEY, renowned Warner Bros. director, uses a Filmo for his personal movies. He knows that good movies without a good camera are a matter of luck, that Filmo amateur cameras are built to the identical precision standards of the Bell & Howell professional equipment which has always been accepted as the very finest in Hollywood and abroad.

You will find it easy to get those priceless scenes with a Filmo. The subject is always distinct through the *spyglass* viewfinder, and *what you see, you get*. Even the lowest-priced Filmo has a lens capable of indoor as well as outdoor shots.

This Filmo uses inexpensive 8 millimeter film, records the action at still-picture cost... in beautiful full color or in theater-quality black-and-white.

Palm size, Filmo is easily carried in a pocket. It is the world's smallest, handiest camera, capable of movies you will show with pride. With fine, anastigmatic F 3.5 lens, only \$55 at camera stores everywhere. Other 8 mm. and 16 mm. Filmos from \$65 to \$1155. 16 mm. sound film projectors, \$465 and up.

REMEMBER to mail the coupon for the booklet, "How to Make Inexpensive Personal Movies." It tells how easily and economically you can multiply pleasures by recording them for reliving. Bell & Howell Company, Chicago, New York, Hollywood, London. For thirty years the world's largest manufacturer of precision equipment for motion picture studios of Hollywood and the world.

THE DELIGHT OF COLOR MOVIES
CAN BE YOURS, TOO... EASILY
... INEXPENSIVELY... WITH THIS



Filmo

\$55

AS LITTLE AS \$11 DOWN

BELL & HOWELL

BELL & HOWELL COMPANY
1841 Larchmont Avenue, Chicago, Illinois
Please send me the book.

Name _____
Address _____
City _____ State _____



L 10-37

GO, TEAM, GO!...



Six points! A touchdown for Tommy—but how much did it cost in food energy? Scientists reveal that children each day burn up more food energy in proportion to their size than grown-ups. Hence the professional insistence on proper breakfasts. And hence much of the popularity of hot Cream of Wheat.



Time out! Long on appetite and short on food energy, Jimmy executes an end run to the kitchen. Tomorrow he better join the 3½ million who enjoy hot Cream of Wheat for breakfast each day. This tempting cereal will give him abundant quick food energy to keep on the move and growing. As part of his complete diet, it will help him score weight gains, too.



Making of a captain! "Swell!" says Dick, and gets set for a second helping. Delicious Cream of Wheat is digested rapidly, as your doctor will undoubtedly tell you. It yields protein for muscle-building, carbohydrate for energy. A grand cereal for the family. Quick to prepare. Cream of Wheat is a blend of the best hard wheat from the most-favored growing areas.

Economical!

Over 50 generous servings
in each large package.
Remarkably easy to prepare.



Copr. 1937 by
The Cream of Wheat Corporation

LETTERS TO THE EDITORS

Soong's Sire

Sirs:

With reference to your series of pictures and the story set-up of the ruling family in China today—in your Aug. 16 issue of LIFE—may I correct one point?

In mentioning the father, Charlie Jones Soong, as "wangling through Trinity and Vanderbilt," you give an impression which is incorrect. Charlie did not need "to wangle his way" for my own father stood back of him—to pay his fees—as he did.

My father, the late General Julian S. Carr of Durham, N. C., was at that time president of the Bull Durham Smoking Tobacco Co.

ELIZA M. CARR FLOWER
New York City.

Sirs:

To this day many of the older citizens still remember Charlie Jones Soong (later Soong), and a picture of him (below) belongs to



one of our venerable citizens, Mrs. Dred Peacock.

This picture is believed to be the only one known to exist of Soong.

L. O. HUTCHINS
High Point, N. C.

Movie "Give-Away"

Sirs:

Walter Reilly's letter (Sept. 27 issue) complaining that your movie reviews take all the flavor out of the picture for him, expresses my own viewpoint perfectly. My own pet peeve was your review of *The Plainsman*, which just about ruined my enjoyment of the film.

CHARLES ZIMMERMAN
Philadelphia, Pa.

P. S. For everything else in LIFE, three large cheers.

Sirs:

For more than one reason, I am inclined to disagree with Mr. Reilly's point of view. The more I know about a picture before I see it, the more interesting it is; also, it helps me understand it better, and brings out incidents which I probably would never see in the picture.

After reading your review of *Dead End*, I went to the show ready to enjoy it to the fullest, which I did, thanks to the review in LIFE.

FRANCES FULMER
Tulsa, Okla.

Sirs:

... My family and I would probably have missed seeing *100 Men And a Girl* save for its

(continued on p. 8)

A chair leg may know more about rug cushions than you do!

Circle Tread Ozite is made of ALL HAIR—the one material proved to STAY soft and springy, despite the hardest wear. Rug pads cheapened with Jute are costly "bar-gains" when they pack down in hard lumps that wear rugs out sooner! Look at the "Chair Leg Test" below and you'll INSIST on ALL HAIR Circle Tread Ozite—the quality you know and can absolutely trust.

Photos and test courtesy
The Hotel Monthly, Chicago.



A weighted chair in 24 hours left a permanent hard spot in this Jute Rug Pad—cushioning action and softness all gone—rug nap crushed.



After the same test, the ALL HAIR Circle Tread Ozite springs right back to original thickness—soft and springy as ever!

Look for the Circle Tread Design that identifies Genuine ALL HAIR Ozite. Made in 3 weights. Permanently moth-proofed. Ozonized. Sold everywhere.



CLINTON CARPET COMPANY, LM107
Merchandise Mart, Chicago, Ill.
Please send me FREE sample of CIRCLE TREAD OZITE Rug Cushion—and free booklet, "How to Take Care of Your Rugs and Carpets."

Name.....
Address.....
City.....State.....

IT'S NEW! Never Before a Billfold Like This



Read About the
Amity "Director's"
8 Remarkable Convenience
and Protection Features

A CONCEALED pocket for an emergency latch key and car key is just one of many super-convenience and protection features of the new Amity "Director." A real man's billfold—made for men. Plain-tailored of finest top grain leathers—thin—no gadgets—yet a place for everything. Edges turned and stitched for longer wear—because that's how the finest billfolds are made.

8 GREAT FEATURES THAT APPEAL TO MEN!

- 1 Secret currency pocket
- 2 Concealed pocket for duplicate keys
- 3 Registered free for your protection in case of loss
- 4 Branded with the name of the genuine leather of which it is made
- 5 Sliding card pocket brings cards instantly into view
- 6 Card file—cards identified by different-colored celluloid cases
- 7 Sliding stay—prevents bulkiness when filled
- 8 Edges turned and stitched for longer wear



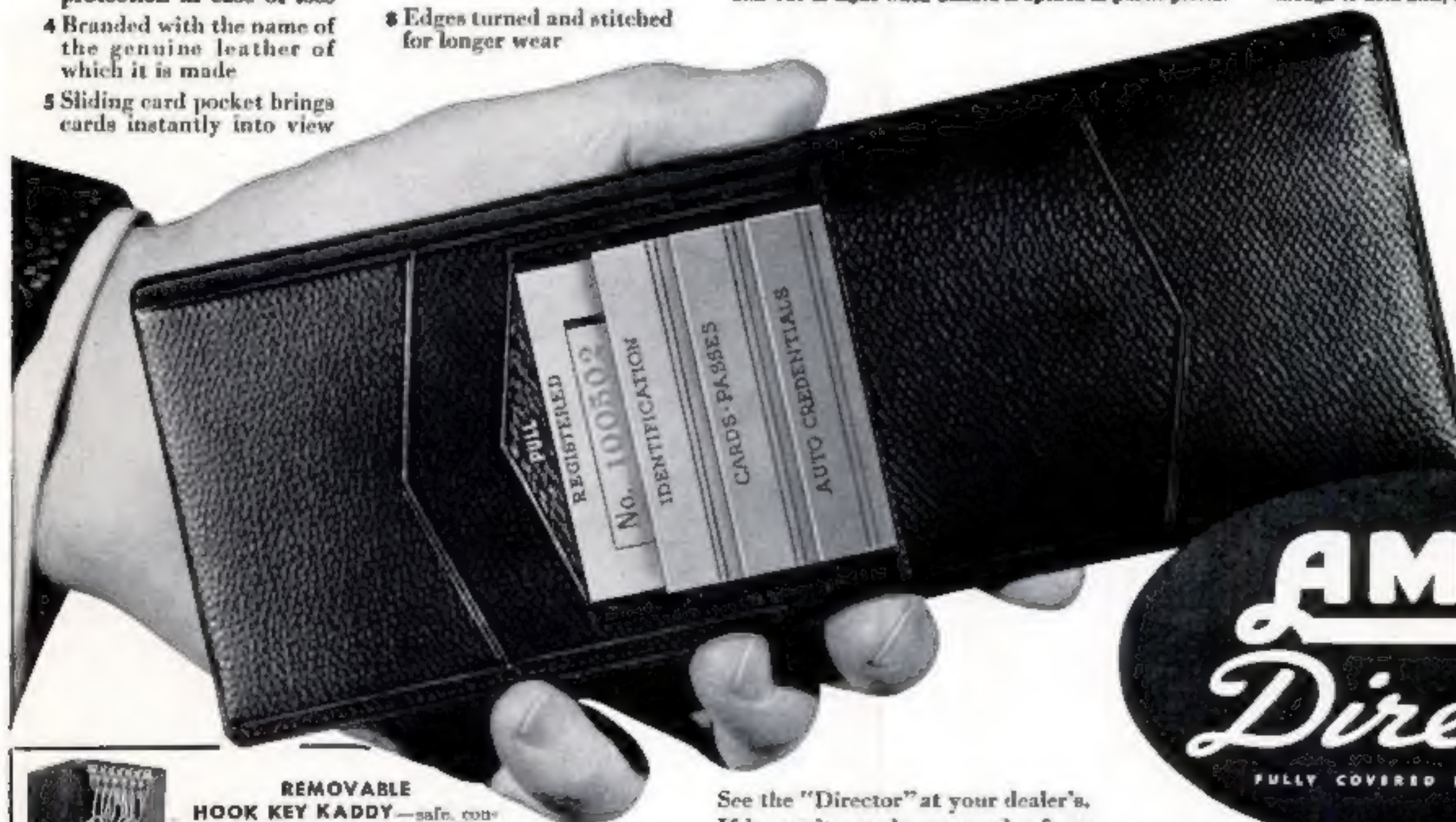
SECRET POCKET for large bills, hidden by leather flap that looks exactly like the lining of the billfold. Keeps big bills out of sight when billfold is opened in public places.



FULL SIZE—This is a real man's billfold, thin enough to fit comfortably and unobtrusively into the pocket—big enough to hold bills, checks, etc., without becoming bulky.

SLIDING CARD POCKET—An easy pull of top brings cards instantly into view. Various cards identified by different-colored transparent cases to protect and keep them clean.

All "Directors" expertly tailored of finest leathers and modestly priced according to the kind of leather. No. 603, black or brown beaver grain buffalo calf, \$3.50. No. 607, brown hand-colored calf, \$5.00. No. 610, brown calf with ostrich, \$7.50.



REMOVABLE HOOK KEY KADDY—safe, convenient way to carry keys. Keys may be removed individually without danger of others falling out. Available individually at \$1.00 up—or in matched sets.

See the "Director" at your dealer's. If he can't supply you, order from

AMITY LEATHER PRODUCTS CO., WEST BEND, WIS.,
makers of *AMITY* and *Rolf* fine leather products

AMITY
Director

FULLY COVERED BY U.S. PATENTS

Try the new idea in shaving!

Match your
Shave Cream
to your
SKIN

MEN—Listen To These Facts—

First. Faces are not alike. Some tend toward oiliness, some toward dryness; hardly any are neither oily nor dry.

Second. These two types of skin obviously need different shaving creams. Oily skin needs a cream that removes oil from beard and face... so that the lather can soak into whiskers and wilt them completely, while it also clears the complexion of excess oil. But dry skin needs a cream that'll conserve the natural skin-oils, while it wilts the whiskers.

Third. It's only sensible to try both types of cream to see which one fits your face. Who makes them? Mennen. Lather for oily skin; Brushless for dry skin. Try them both. One will give you an easier, closer, sweeter shave... leave your face feeling finer, looking handsomer. Use that coupon!

Send for the
MENNEN
SKIN TESTER KIT

5 PRODUCTS FOR 10¢

Mennen Co., Newark, N. J. — E-10-18

"I want to try both your shaves. Ship me the Skin Tester Kit — containing demonstration sizes of your Lather and Brushless creams; also a bottle of Skin Bracer, a tin of Talcum for Men and a tube of Skin Balm. I'm sending 10¢.

Name.....

Address.....



LETTERS TO THE EDITORS

(continued)

presentation in LIFE, when we saw and read what lay behind the silly-sounding title — illustrious Stokowski and his orchestra.

ROBERT H. GOLDSMITH, III
Baltimore, Md.

Sirs:

I am inclined to agree with Reader Walter N. Rellly, LIFE Sept. 27, page 12, in regard to Movie give-aways.

I prefer the type of review that was given about *Stage Door* where you tell of the authors, stage version, and have several representative scenes rather than one or two described to the nth degree.

PHILIP BURCHILL

Ferndale, Mich.

Sirs:

You do not "give away too much in your pictorial reviews"—if you hadn't shown those scenes from *A Day At The Races*, I never would have gone to see it. (Having always thought the Marx Brothers silly.) As it was, I had the biggest laughs of my life—in LIFE and in the theatre.

EUNICE P. CIGNONI

Springfield, Mass.

Sirs:

I was first attracted to your magazine by the splendid picture review of Laughton's *Rembrandt* and since that every week has been a failure when you neglected to include the feature. The reviews of *Knight Without Armor* and *Stage Door* are two of the best yet.

JOSEPH WERNER

Derry, Pa.

Sirs:

Your "Movie of the Week" is the finest review to be found in any newspaper or magazine.

CHARLES H. HINES

Chicago, Ill.

While continuing to give fair samples of the best pictures, LIFE's Editors will think twice before giving too big a "give-away." Final policy will be determined as a result of experience this coming winter.—ED.

Dear Friend Sank Flagship

Sirs:

On page 29, issue of LIFE Sept. 27, your caption states the *Viribus Unitis* was sunk by an Italian "naval tank." I remember well the report in the newspapers at that time speaking of naval tanks and even publishing imaginary pictures of them. But to keep a historical record straight and give credit where it is due, the fact is that the Austro-Hungarian flagship was sunk by my dear friend Raffaele Rossetti, inventor of a man-propelled torpedo.

He tried to sell the idea to the Allied nations but failed; finally Italy took it when the War was coming to an end. He had intended to build dozens, float them into German harbors, blow up the fleet, open the way for a landing on German soil, end the War. Military minds would not listen to him until too late. When,

(continued on p. 10)

TRY ONE OF THE NEW UNDERWOOD SOUPS



They
taste
good and
they're DIFFERENT

When you hanker for something new, try starting dinner with one of these unusual Underwood soups. Jaded appetites perk up. Everybody wants more. Your whole meal seems to taste better.

PURÉE MONGOLE

An old favorite with those who like a thick soup to have lots of flavor. Puréed split peas, tomatoes and curry give it richness and character.

BLACK BEAN SOUP

The old-fashioned kind that's so hard to make at home. Serve with slices of egg and lemon; some add a dash of sherry.

CONSOMME MADRILENE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders — Fish, Clam and Quahaug — all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



UNDERWOOD
SOUPS

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-1018

Please send me items marked below for which I enclose amount indicated:

BLACK BEAN SOUP	16-oz. can 17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can 17c	<input type="checkbox"/>
CONSOMME MADRILENE	13-oz. can 13c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can 17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can 10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can 10c	<input type="checkbox"/>

Name.....

Address.....

City.....

State.....

MADE BY THE MAKERS OF
UNDERWOOD DEVILED HAM

Now General Electric Presents TOUCH TUNING

at a sensational low price!

GENERAL ELECTRIC scores another great radio scoop. G-E Touch Tuning, the most important radio improvement of the year, is now offered at a price within reach of every home.

Now you can enjoy a G-E Touch Tuning Radio for no more than you would pay for a good conventional hand-dialed radio.

No more dialing! No dials to twist, twirl, or swish. The new G-E puts an end to fumbling with knobs. You press a button—that's all! And instantly, silently, automatically your program comes in tuned to hair-line precision.

The Biggest Radio Dollar Value of the Year

See and hear this sensational new G-E Touch Tuning model and you'll be amazed at the value it represents. Never before has so much luxury and performance been offered for so little. Never has there been a better time to trade in your old set. Stop in soon at your nearest G-E Radio dealer's for a demonstration of General Electric Touch Tuning.

See your local Newspapers for Sensational Price Announcement

Your G-E Radio Dealer will arrange liberal terms — Large allowance on your old set

MODEL F-96 — Illustrated WITH TOUCH TUNING

and these additional outstanding features:
New Multi-Vision Louver Dial with visual volume and tone indicators

The amazing new G-E Tone Monitor Silent Tuning Automatic Volume Control Automatic Frequency Control Custom-Craft Cabinet



18 Super Value G-E Models to select from

Beautiful new console models, personal radios, armchair radios, from \$19.95 up. Prices slightly higher South and West. Subject to change without notice.



The New

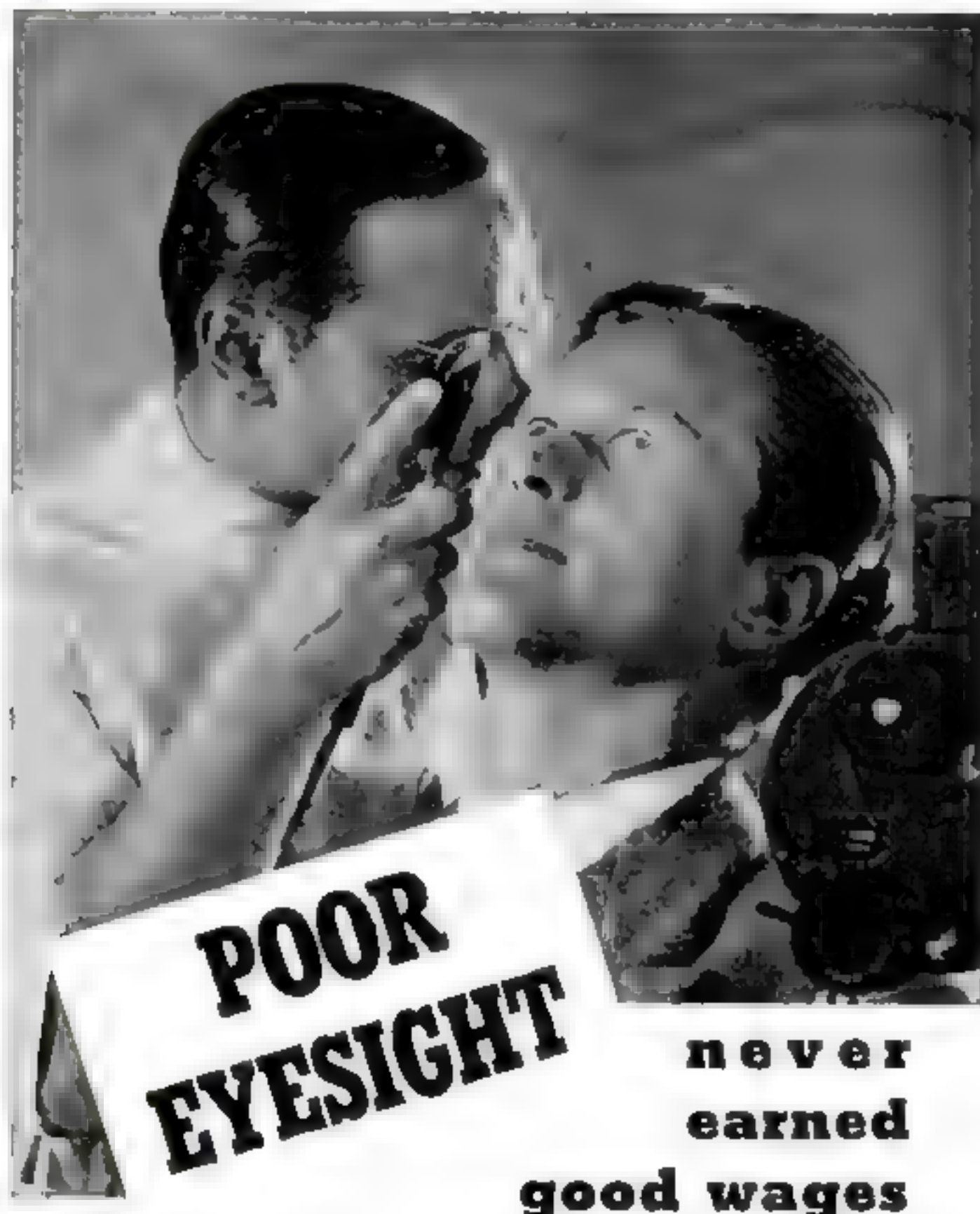


GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E.S.T. NBC RED NETWORK



POOR EYESIGHT

never earned good wages

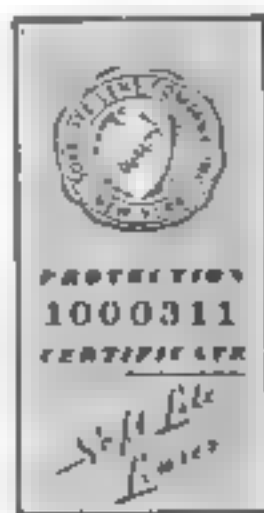
Of all your faculties, sight is the most essential. Your eyes are your livelihood. On them depends your happiness and the welfare of your loved ones. • Don't take chances with these irreplaceable treasures. Select a competent eye authority in your community — and act on his advice.

One of the unfortunate results of our modern civilization is over-brightness—reflected light that the eye does not require nor welcome. On the street, in the office, even at home—look where you will—pin-points of unwanted light are constantly stabbing at the sensitive mechanism of the eyes. If evening finds you eye-weary, your nerves on edge, consult a competent optometrist or oculist—a simple, scientific test will tell him if you are a victim of overbrightness. Perhaps what you need is the protection of Soft-Lite Lenses.

Soft-Lite Lenses are the finest of optical lenses, made by Bausch & Lomb in Rochester, N. Y. Included in the glass are certain ingredients that give Soft-Lite Lenses a unique capacity for absorbing excess light—glare is subdued, light is pleasantly softened.

Looking at Soft-Lite Lenses they have a delicate flesh-like tone. But looking through them the wearer is unconscious of any tint. Color values remain perfectly natural. Images are sharp. Vision is acute. The flesh-like hue of Soft-Lite Lenses closely resembling the natural complexion makes them the least conspicuous of all eye-glass lenses.

Soft-Lite Lenses, endorsed by leading eye authorities for over 27 years, are obtainable on prescription from optometrists, oculists and opticians.



This Soft-Lite PROTECTION CERTIFICATE is issued with every pair of genuine Soft-Lite Lenses. Be sure to ask for it.

Soft-Lite Lenses

FOR GREATER COMFORT AND BETTER APPEARANCE
Available only through LICENSEES

Published in the interest of Better Vision by the Soft-Lite Lens Company, Inc.,
745 Fifth Avenue, New York; Toronto; London

LETTERS TO THE EDITORS

(continued)

finally, he was given a chance to experiment, he proved his claim. He floated into Pola, dragged the torpedo (whose head contained 400 lb. of TNT) over the barriers, nets, moles, and attached the head to the flagship, using the balance of the torpedo as a boat in which to scurry away.

Rosetti was hailed as the greatest individual hero of the War. (Not mentioned in America as the armistice was on when the feat became known.) The King gave him the gold medal—equivalent to the Victoria Cross and Congressional Medal plus. The whole nation took up a collection for him. He supported d'Annunzio at Fiume, and d'Annunzio's agent, a journalist named B. Mussolini, in Milan. But between 1919 and 1922 he saw "squadristi," or the violent arm of Fascism, destroy the workingmen's unions and all the cooperative societies, as agents of the league of manufacturers of Milan and Turin. Rosetti, Italy's No. 1 hero, became an anti-Fascist. As a result he was arrested when Mussolini came into power, exiled to Lipari; he escaped to France and became a typesetter in the underground press which is still waging a campaign for an Italian republic and against Mussolini.

GEORGE SELDES

Woodstock, Vt.

To George Seldes, able journalist, author of *You Can't Print That*, thanks for an exciting footnote to history. —ED.

Climber's Album

Sir:

I am writing to congratulate you on the superb photographs "From a Mountain Climber's Album" taken by Bradford Washburn in Alaska this summer (LIFE, Sept. 27).

I hope that LIFE will continue to publish newsworthy photographs recording scientific achievements throughout the world.

HENRY FIELD

Field Museum of Natural History
Chicago, Ill.

Frog Hunter

Sir:

Your "LIFE Goes to a Party" department, featuring a frog hunt in your issue of Aug. 13, was of particular interest to me.

In the face of my friends' ridicule, I have hunted frogs for several years.

Thank you for giving my sport social status.

PRISCILLA R. ARMSTRONG
Bellevue, Pa.

Chiropodists

Sir:

I want to be one of the first to congratulate you upon your article "Chiropodists in Columbus." It is the first time in the history of journalism that justice and a true picture of our professional progress has been presented to the public for which I take the liberty of kindly thanking you for the chiropody pro-

S. RUTHERFORD LEVY,
D. S. C.

Philadelphia, Pa.



I didn't know a toaster could make so much difference



IF the man in the house likes toast, the way to his heart is easy! Get a Toastmaster Junior Toaster. It makes the finest, tender, golden-brown toast you ever ate.

And it does its work swiftly, economically, easily. It is beautiful. Yet it is designed to fit conservative budgets. Think of it—Toastmaster quality and construction for only \$7.50!

The Toastmaster Junior Toaster is marvelously simple to operate. You just press down the lever. That turns on the current. When it's done to your liking, just touch the lever and two delicious pieces of toast appear as if to say—"come and get it." That's all there is to it! Try the Toastmaster Junior Toaster and you'll realize what a difference a modern toaster really can make. You may see it wherever fine appliances are on display.

FREE! "The Party's On!"—A new and interesting booklet on entertainment ideas and games for young and old. Ask for your copy wherever Toastmaster Products are sold, or write direct to: McGraw Electric Company, Toastmaster Products Division, Dept. 147, Minneapolis, Minn.

TOASTMASTER Junior TOASTER

TOASTMASTER PRODUCTS—Junior toaster, \$7.50; 2-slice fully automatic toaster, \$16.00; with choice of Hospitality Trays, \$19.95 or \$23.50; 1-slice fully automatic toaster, \$10.50; automatic Waffle-Baker, \$12.50

IT'S BEEN GOING ON

for 35 years now—White officials have always been able to build a better truck today because they never quit keeping track of the performance of yesterday's Whites. Here is discussed the gear ratio on Oregon logging job ought to have—or brake linings for the freighters in the Alleghenies—or the problems that puzzle a hauler in a Texas oil field.

Some call it a Clinic

Maybe so—but it's a weekly routine for White Motor executives and department heads to analyze and study reports from field men and operators all over the world.

● The greatest transportation laboratory in the world is not housed in a single building. It extends to the far flung corners of the world where White Trucks and White Busses

are serving the varied demands of every kind of motor transportation. From this vast field of operating experience come regular reports to the factory. Every complaint, every suggestion, every development is analyzed and studied by the men who make White Trucks and Busses. What needs to be done is done because to some executive falls the responsibility for action. Reports from the thousands of White Motor men around the world keep the factory in constant touch with the ever-changing business of transportation. This sound policy enables White to build better quality into its trucks and insure longer life and lower operating costs for the users.

THE WHITE MOTOR COMPANY • CLEVELAND

NO SWIVEL CHAIR EXPERTS

are the men chiefly responsible for making White Trucks. Every day you'll find them down in the huge White plant—studying details of production—examining new precision machines—giving first hand attention to a new feature of design as the chassis come off the "line."





● This man hogs the road—weaves in traffic—passes on hills and curves—every year he causes thousands of accidents . . . injures children . . . murders people.

He shouldn't be allowed to drive, but as long as he continues on the road there is one thing you can do to avoid him—drive the "NOT-OVER-50" way . . . at safe, sane speeds with your car always under control.

More than 125,000 motorists have joined the "NOT-OVER-50" Club. The red arrow on their speedometers reminds them to limit their top speed to 50 on highways—to slow down to safe speeds in towns and at danger points.

All you do to join the "NOT-OVER-50" Club is send the coupon for free emblems for your car and a membership card. There are no dues—no obligations.

Car Insurance At Lower Cost

You don't have to be a Lumbermens policyholder to join the "NOT-OVER-50" Club. If you wish, and if you qualify as a careful driver, Lumbermens will be glad to show you how more than a quarter of a million motorists *save with safety* on their automobile insurance through this company. Lumbermens selects policyholders carefully and prevents accidents through its comprehensive safety program. This results in fewer losses which, coupled with the company's economical management, makes possible the big cash dividends which are paid to policyholders. For further information about these savings check the coupon below.

LUMBERMENS MUTUAL CASUALTY COMPANY

Division of Kemper Insurance

Save with Safety in the "World's Greatest Automobile Mutual"

HOME OFFICE: MUTUAL INSURANCE BLDG., CHICAGO, U. S. A.

START
SAVING LIVES
Today

"NOT-OVER-50" CLUB, 4750 Sheridan Road, Chicago, Illinois
Please send me _____ safety packets described above. I understand that these insignias are free and that this places me under no obligation. ☐ Please show me how I can "Save With Safety" on automobile insurance. L-1

Name

Address

City State



Red Arrow Warning



Rear Window Insignia



Safe Driving Pledge

SAFETY EMBLEMS FREE

You do NOT have to be insured by Lumbermens to join the "NOT-OVER-50" Club, nor do you place yourself under any obligation. Fleet owners may have insignia for every car.



I LEARNED WHAT TO DO FOR A COLD

FROM A FAMOUS OPERA STAR



How to Ease a Cold Quickly Relieve Throat Soreness Almost Instantly

One of the best and quickest ways to relieve the misery of a cold is this: Ease aches and soreness with genuine Bayer Aspirin—if you do not improve promptly, see your family doctor.

The moment you feel a cold coming on take 2 Bayer tablets. Repeat, if necessary, according to directions on the box.

If you have a sore throat with your cold, crush and dissolve three BAYER tablets in one-third glass of water. Then gargle with this mixture twice.

The Bayer Aspirin you take internally will aid in reducing the fever and pains which usually accompany colds. The gargle will provide almost instant relief from rawness and pain, acting

like a local anesthetic on the irritated membrane of your throat.

Try this way. Your doctor, we believe, will endorse it. For it is a quick, effective means of relief. Ask for Bayer Aspirin by the full name at your druggist's—not for "aspirin" alone.



15¢





THERE ARE **2** KINDS OF SAFETY GLASS



ONE IS MADE OF POLISHED PLATE GLASS . . . THE OTHER OF ORDINARY WINDOW GLASS

That's something to remember when you're looking at new cars. Remember, that ordinary wavy window glass is used in one kind of safety glass, while the other is made entirely of the finest ground and polished PLATE glass. And remember, too, that in many cars this finer, clearer, more beautiful glass is provided in every window at no extra cost to you.

All window glass, as you probably know, has an unavoidable wave. In customary uses this waviness is not objectionable; but when ordi-

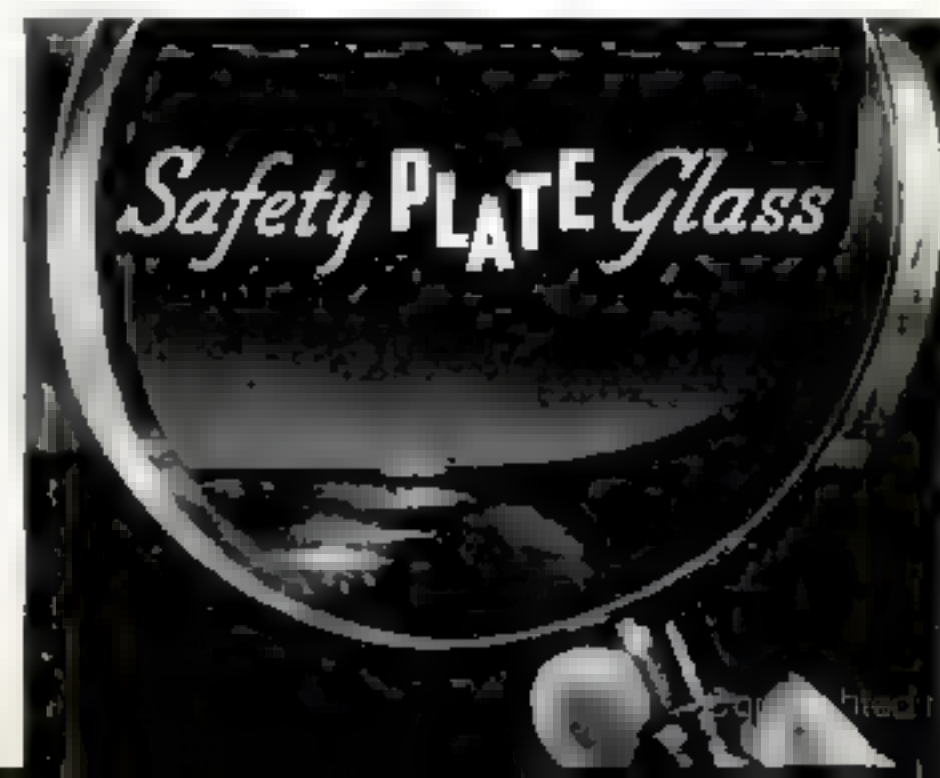
(Upper) View through a panel of safety glass made of polished PLATE glass. Note the absence of distortion. (Lower) From the same angle, but viewed through a panel of safety glass made of ordinary wavy window glass. Note distortion of columns.

nary window glass is used in safety glass for automobiles, this waviness often causes eyestrain and fatigue, and detracts from the appearance of a car.

For that reason many car manufacturers are standardizing throughout on Safety PLATE Glass. Carefully ground to eliminate waviness, and then painstakingly polished to a mirror-like brilliance, this clearer and more beautiful glass minimizes eyestrain and fatigue, adds a definite touch of distinction to your car.

Before you buy a new car make sure it has Safety PLATE Glass—the finer glass easily identified by the Hallmark of Higher Quality—in every window. Many car manufacturers completely equip their cars with Safety PLATE Glass at no extra cost to you.

PLATE GLASS MANUFACTURERS OF AMERICA
PITTSBURGH, PENNSYLVANIA



FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND
A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.



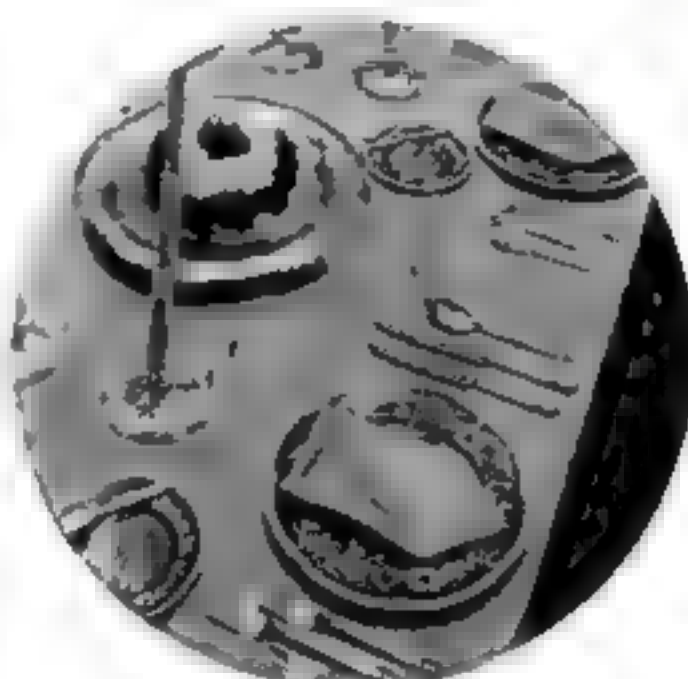
PUT Personality INTO YOUR Parties

SEND FOR THIS
FASCINATING BOOK ON ENTERTAINING

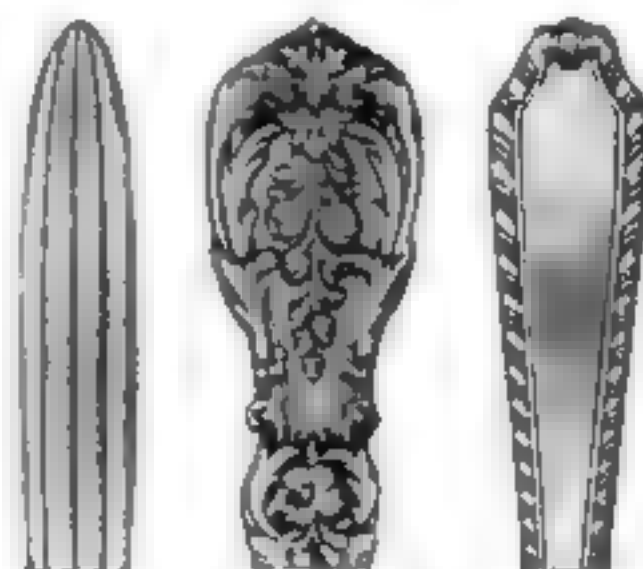
"How To Be a Successful Hostess"—Yes, but much more. For you'll even have fun at your own parties when they're stamped with your personality.

Whether it's a Dinner at Eight for the Boss or a gayly informal gathering, you'll be glad you sent for Reed & Barton's new book. Just full of delightful pictures, it tells how to make every guest remember your table as charming, hospitable and completely yours. And we shan't even mind if you never confess just where you got your ideas!

Because, at every party, your Reed & Barton Sterling will speak for you—we urge you to choose quite carefully your "own-personality" pattern. If you're romantic-minded, Francis First will say it. If you're prudently practical, there's the charming simplicity of Pointed Antique. Or, perhaps Colonial Classic is the just-right pattern for you.



INFORMAL DINNER—Reed & Barton's new sterling silver pattern, Colonial Classic



JUBILEE FRANCIS FIRST BARBOURS

All these and many other lovely Reed & Barton designs are shown in "How To Be a Successful Hostess." Your "personality pattern" is there. So use the convenient coupon to send for this book today. The menus, table settings and hints on how to make the most of your fine Reed & Barton Sterling will guarantee you smarter entertaining.



FORMAL DINNER—Pointed Antique, a popular solid silver design by Reed & Barton

**REED
&
BARTON**
SILVERSMITHS
TAUNTON, MASS.

Reed & Barton, Silver Smiths
Box 990, Taunton, Mass.

Yes! I want to put personality into my parties as well as my table settings. So enclosed, find 10c in stamps or coin for which please send me your book "How To Be a Successful Hostess."

Name _____

Street _____

City _____

State _____

L10-37



THIS specialized medication—Vicks Vapo-Rol—is expressly designed for the nose and upper throat, where most colds begin—and grow. Used in time—at the first sneeze or snuffle or irritation in the nose—it helps to prevent many colds, and to throw off head colds in their early stages. Even when your head is all clogged up (from a neglected head cold or chronic nasal stuffiness) Vapo-Rol brings comforting relief—lets you breathe again.

Keep it Handy—Use it Early

2 Big Radio Shows: Sunday 7 P. M. (EST)—famous guest stars featuring JEANETTE MacDonald... Mon., Wed., Fri. 10:30 A. M. (EST) TONY WONS. Both Columbia Network.

**VICKS
VAPOROL**

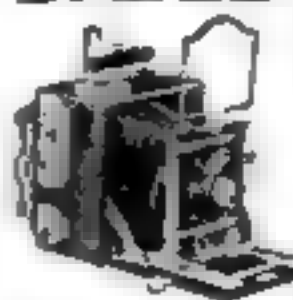
"Stop" Speed with a SPEED GRAPHIC



A Speed Graphic "shot" by Robert C. Clark

Ever try to "shoot" an airplane in fast, steep flight at close quarters? Pictures like this—sharp, clear-cut and without blur—demand a Graflex-made camera! The split-second performance of its focal plane shutter together with speeds up to 1/1000 second enable you to capture the fastest action perfectly. You, too, can make splendid fast-action "shots" with a Graflex or Speed Graphic American-made, Prize-Winning Camera! See them at your dealer's. Ask him to explain their many advanced features.

SPEED GRAPHIC



For action, scenes or pictures at night, the Speed Graphic is ideal. In addition to the regular Graflex features it will accommodate a between-the-lens shutter and photoflash synchronization. Uses plates, cut film or packs. Speed Graphics are made in three sizes: 3 1/4 x 4 1/4, 4 x 5 and 5 x 7.

FREE!

Send for our free catalog of Graflex and Speed Graphic Cameras and Accessories. Paste coupon on penny post card, if you wish. No obligation. Folmer Graflex Corporation, Dept. L-12, Rochester, N.Y., U.S.A.

FOLMER GRAFLEX CORPORATION
DEPT. L-12, ROCHESTER, N.Y., U.S.A.

Please send me your free catalog of Graflex and Speed Graphic American-made Cameras and Accessories.

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ADDRESS _____

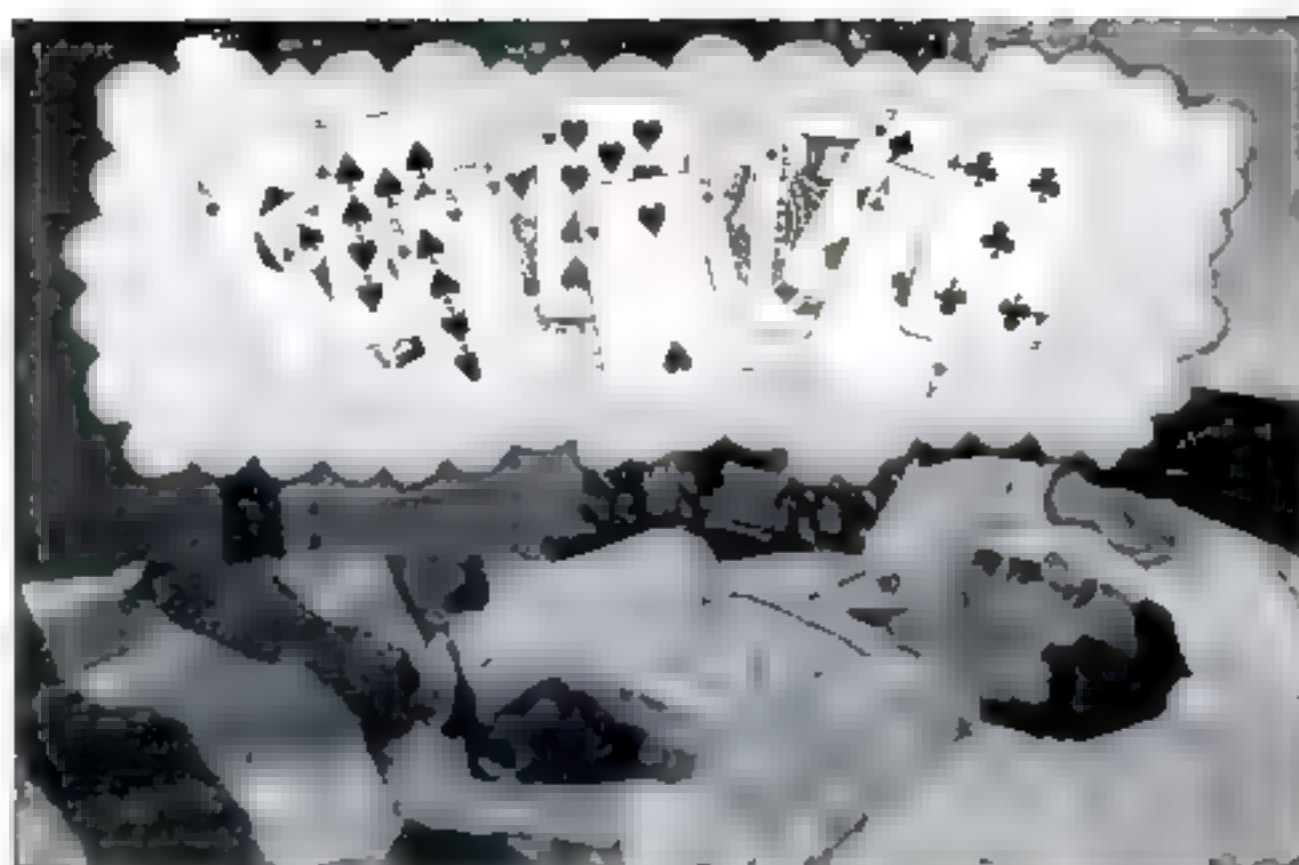
CITY _____

STATE _____

GRAFLEX Prize-Winning CAMERAS

ROBBED! *while Sleeping*

A BEDTIME STORY BY SIMMONS



11⁰⁰ P.M. You should be dropping off to sleep now, but you're still playing that last bridge hand. Your mind keeps coming back to it. You can't seem to forget it and relax.



1⁰⁰ A.M. You're doing a lot of tossing and turning. Can't you find a comfortable spot anywhere? The bedclothes show what a state you're in.



7⁰⁰ A.M. You feel as if you'd taken a beating. Your back hurts. All your muscles are stiff. Your head aches. It's a supreme effort to move.



10⁰⁰ A.M. Desk piled and you can't get started. The way any man feels after 8 hours in bed on a badly constructed mattress!



THEN HE CHANGED HIS MATTRESS

If you want to get up every morning full of energy and enthusiasm—like this—try a Beautyrest. The name, Beautyrest, on a mattress is insurance for the deep, restful sleep you need!

Poor sleep robs your nerves and muscles of calcium—you become irritable, less efficient

YOU KNOW that when you sleep badly, you are likely to be tired and irritable the next day. And science has discovered the chemical reason!

During bodily activity acids are poured into the blood. This robs the nerves and muscles of calcium. You begin to lose control over your muscles . . . become irritable. And only during restful sleep can the blood return to normal and restore the lost calcium.

If you find it difficult to "get going" in the

morning, you are probably trying to sleep on a mattress that won't let you relax completely. Your mattress is using up part of your calcium supply for the next day!

Simmons Beautyrest Mattress is scientifically constructed to LET YOU SLEEP. Its 837 "floating-action" coils instantly adjust to your body. You drop off to deep sleep in no time at all.

See what it's like to get up with nerves and muscles fully rested. Ask about Beautyrest at furniture or department stores. The cost is only 2½¢ a day! Simmons Company, Merchandise Mart, Chicago, Ill.



SIMMONS *Beautyrest*

WORLD'S LARGEST MAKERS OF BEDS • SPRINGS
MATTRESSES • STUDIO COUCHES • METAL FURNITURE

SPEAKING OF PICTURES...



Ernst Lubitsch mugs this scene with Marlene Dietrich as he would certainly never permit any actor to mug it. He is demonstrating for an attentive Herbert Marshall (*back to com-*

edy) and an amused Marlene how Mr. Marshall should show that his heart is overflowing because he has Marlene in his arms. This occurs in the film, *Angel*, soon to be released.



Inattentive Edward G. Robinson looks at Jane Bryan while Director Michael Curtiz shows him how to fall after Wayne Morris (*right*) socks him in *Kid Galahad*. No one but Mr. Curtiz seems interested.



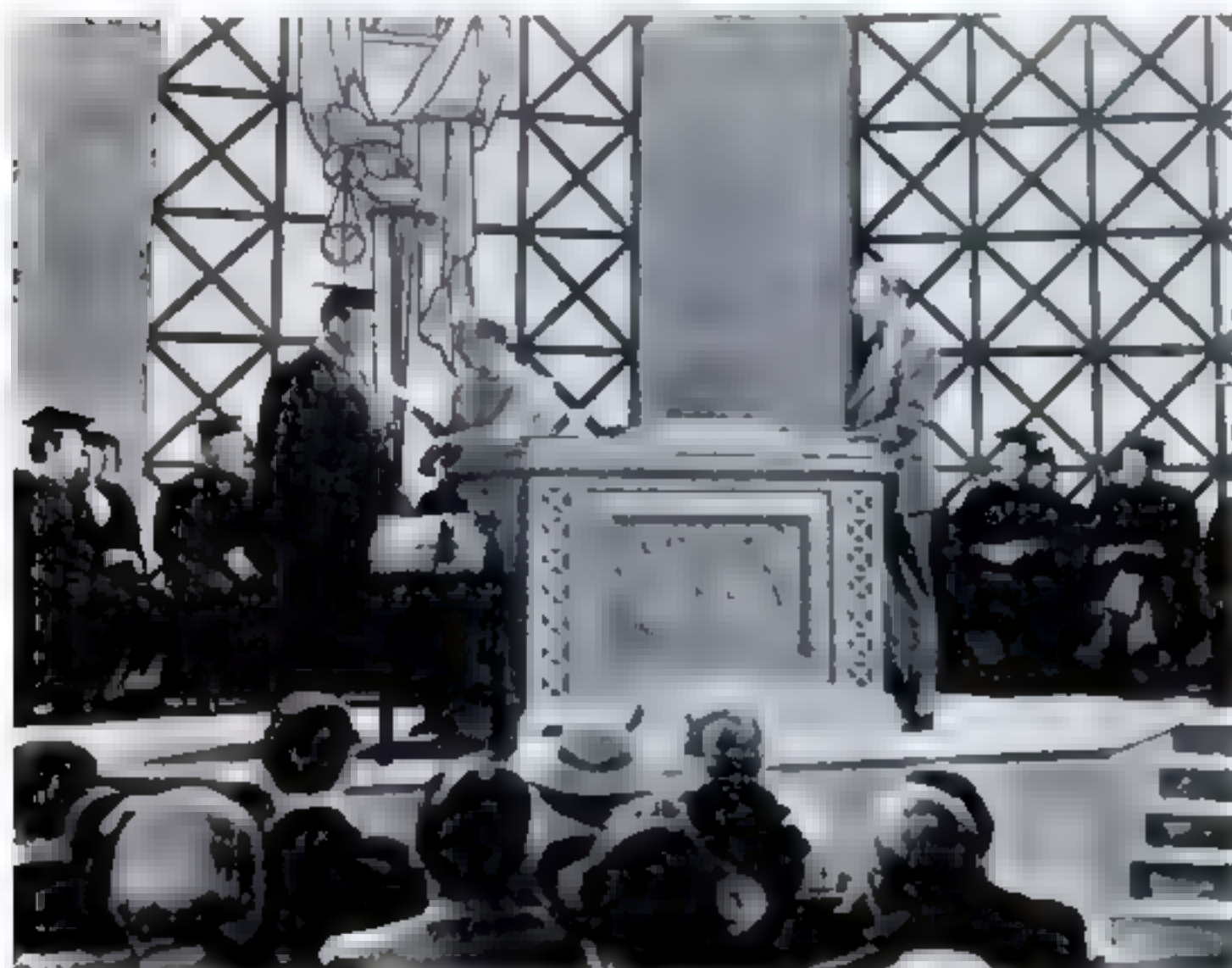
Inattentive Clark Gable lights his cigar as Director John Stahl shows him how to walk into the room in *Parnell*. Usually Mr. Gable is very attentive.

... THESE SHOW HOW MOVIE DIRECTORS ACT

There was a rumor current in Hollywood awhile back that Metro-Goldwyn-Mayer stood ready to lend any three of its stars to Columbia Pictures in return for Frank Capra, famed director. Since this story presupposed that Metro would be willing to give up, at one fell swoop, such a trio as Garbo, Gable and Crawford, the rumor was pure fantasy. But it is interesting because it suggests the respect that Hollywood shows for the movie director. Though movie stars are by all odds the most famous and highest paid actors of all time, there are very few of them whose actions are not very carefully governed by their directors. Not even diligent stage directors of the David Belasco school ever went over a player's lines and actions more minutely than many movie directors do. Very often the director springs from his chair, gets right out on the set and acts a scene to show precisely what he wants. On these pages are pictures of movie directors acting. They are photographs which never appear anywhere on any screen. They demonstrate that the movie director takes no bit of acting—not even the simple eating of a sandwich—for granted. They also demonstrate that movie directors are considerably less handsome, if more expressive, than the players they order about.



How to love Olivia de Havilland is explained by Archie Mayo for Patric Knowles in *It's Love I'm After*. Miss de Havilland is aloof so Mr. Mayo wants Mr. Knowles to be earnest.



A commencement in *Counsel for Crims* needed detailed rehearsing. John Brahm climbed on rostrum to show Douglass Montgomery how to act when a diploma is handed to him.



How to love Kay Francis is explained by Stanley Logan (right) to Preston Foster for *First Lady*. Though Francis and Foster are married here, Foster should be more intense.

How to love Greta Garbo had to be explained (below) to Robert Taylor by Director George Cukor for *Camilla*. Mr. Taylor, comparatively new to the screen, needed careful coaching.



A sinking submarine is an unfamiliar place for most movie actors. In *Submarine D-1*, Director Lloyd Bacon wades waist deep to direct Wayne Morris (left) and Frank McHugh.





Back-yard Polo Stages a Comeback

A typical example of Goodrich development in rubber

FOR years croquet was in the doldrums, with sales of sets dragging bottom, and comedians ragging the game as a has-been . . . But look at it now—faster and actually exciting, requiring real skill, and becoming popular with the swift-moving younger generation—all because a manufacturer of croquet sets came to Goodrich with the idea of rubber to modernize the game.

Goodrich worked with the manufacturer, and developed a ball made of

hard sponge rubber and a semi-hard rubber mallet head, both more uniform and true than was ever possible in the old wood balls and mallets. Together they speed up the game and make it more scientific—and today croquet is staging a prosperous comeback.

Here is another of the hundreds of developments made possible by Goodrich research in rubber. This research, which has been going on constantly for years, has resulted in scores of new

and different kinds of rubber—hard rubber as well as soft—

- one so resistant to abrasion that in many uses it outlasts steel 10 to 1
- another which is resistant to acids
- another which will flex almost indefinitely without appreciable stretch or wear
- others which can be made in any shape or color, and made to simulate human skin, snake skin, hair, cloth or almost anything else.

Rubber, as Goodrich can make it, is a new material with thousands of new uses. It can add life and sales appeals to new products, just as it is adding life and reducing operating costs in standard products such as belting and hose. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich
ALL products problems IN RUBBER

SPEAKING OF PICTURES

(continued)



How to eat a sandwich: Errol Flynn stands by as Director Michael Curtiz gets down on the floor with Joan Blondell to show exactly what he wants. This is for *The Perfect Specimen*. Flynn is supposed to say "I love you" as he eats.



How to walk downstairs: Archie Mayo, who is a very painstaking director, goes over this bit for *It's Love I'm After* as George Barbier (in bathrobe), Olivia de Havilland and Leslie Howard watch closely. Eric Blore is sitting on the steps.



How to box: Director Curtiz, who is shown eating (above) and falling (on page 16) here tells Bob Nestell how to box for a *Kid Galahad* scene. Mr. Nestell is a heavy-weight boxer of some professional standing but Mr. Curtiz is directing him anyway.

YES, I'M STILL SINGLE

DO YOU LIKE TO BE SINGLE ASK ELLLEN?

THEN WHY DON'T YOU DO WHAT MAMA SAID? SHE SAID YOU WOULDN'T STILL BE SINGLE IF YOU ASKED THE DENTIST ABOUT YOUR BREATH

MY BREATH? WHY, JUDY? IS THAT...

TO TELL YOU THE TRUTH, JUDY, DON'T! I'D LOVE TO HAVE A LITTLE GIRL LIKE YOU!

RECENT TESTS PROVE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. AND TESTS ALSO PROVE THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

COLGATE DENTAL CREAM COMBATS BAD BREATH

"COLGATE'S special penetrating foam gets into every tiny hidden crevice between your teeth... emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel—gives new brilliance to your smile!"

NOW—NO BAD BREATH BEHIND HER SPARKLING SMILE!

...AND NO TOOTH PASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

THREE MONTHS LATER—THANKS TO COLGATE'S

AND MISS ELLEN SAYS I CAN HAVE THE BIGGEST PIECE OF HER WEDDING CAKE!

COLGATE RIBBON DENTAL CREAM

20¢ LARGE SIZE Giant Size, over twice as much, 35¢

"We're Cooking at the Table Now"

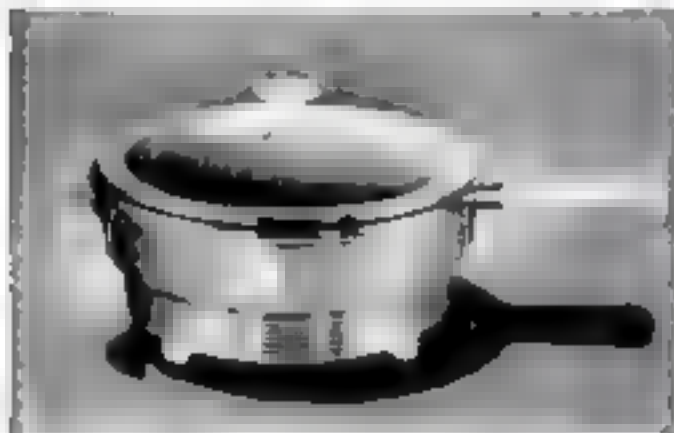


Stop being a Jumping-Jill hostess. You know the kind. "Excuse me a minute, please." And then a skedaddle to the kitchen. Put some poise into your parties! Do your cooking at the table with the aid of Chase Table Electrics. These eight well-mannered electrical servants, sticklers for form, will put you in your place and keep you there. And your place, dear hostess, is *at the table* with your family or your guests.

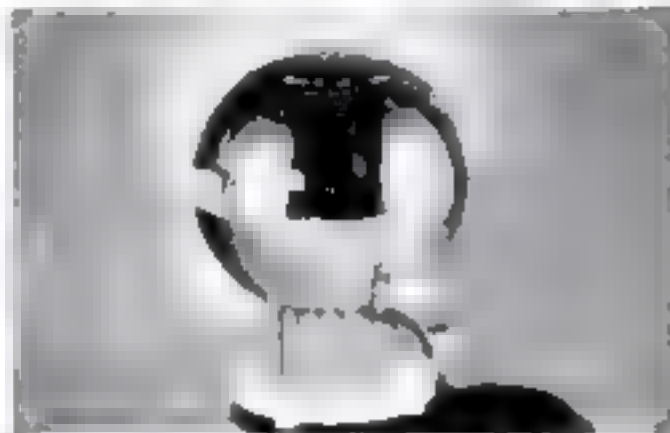


TABLE ELECTRICS by Chase

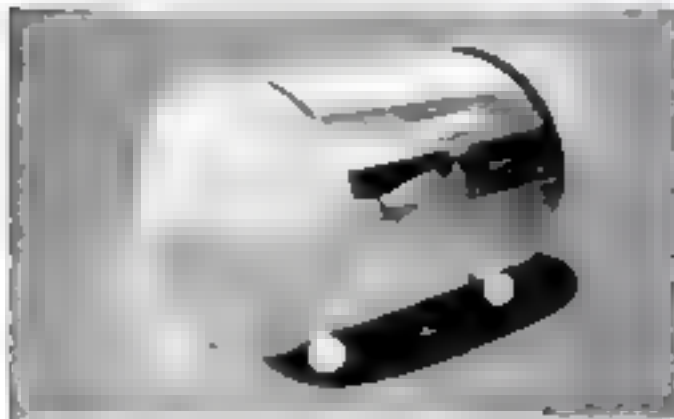
Finished in ever-brilliant Chromium



Electric Table Chef—Boils, bakes, fries, stews and bakes at the table. \$18.95.



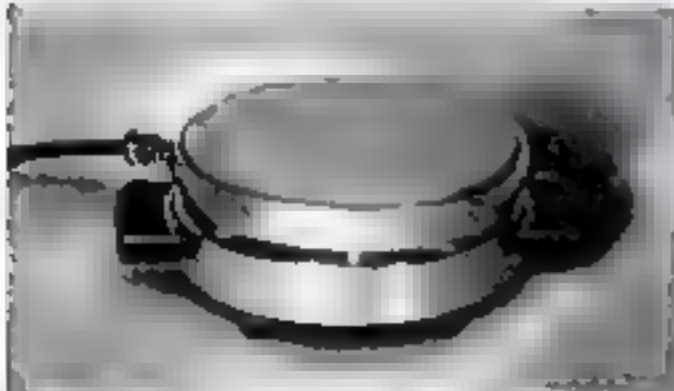
Electric Coffee Urn—Two heats. As percolator, makes 18 cups. As urn, serves 25. \$19.95.



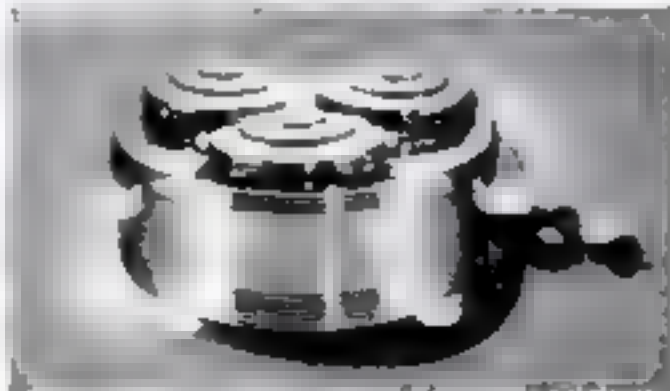
Electric Warming Oven—Keeps rolls, toast, and many other foods hot and crispy. \$14.95.



Electric Tea Kettle—Holds 1½ quarts, boils quickly and pours perfectly. \$7.95.



Electric Hot Plate—Cooks or keeps food hot. Two heats. 5½" in diameter. \$4.95.



Electric Snack Server—Keeps 3 kinds of food piping hot indefinitely. Two heats. \$15.95.



Hot Server—Keeps 2 kinds of food hot indefinitely. Holds 2 quarts. \$9.95.



Electric Percolator—Makes 7 cups of coffee at the table. \$8.95.



Free! "We're Cooking at the Table Now" Write today for this free book showing how to use Chase Table Electrics for the smart new table cookery. We will also send you gift folder free.



Chase Brass & Copper Co., Incorporated
Dept. A-18, Chase Tower, 20 E. 40th St., New York City
Please send me your Free Table Cookery Book.

Name _____

Address _____

City _____

State _____

A Subsidiary of Kennecott Copper Corporation

OLD QUAKER MELLOWER WHISKEY AT 2 YEARS

The Nation's Quality Drink



CARRY ME BACK TO OLD VIRGINIA
(CHORUS)
Here is whiskey that's soft-er and
mild-er,
Yet it is kind to your pocket-book
as well!
Aging 2 full years makes richer
Old Quaker
That's why folks tell you, "Old
Quaker sure is swell!"

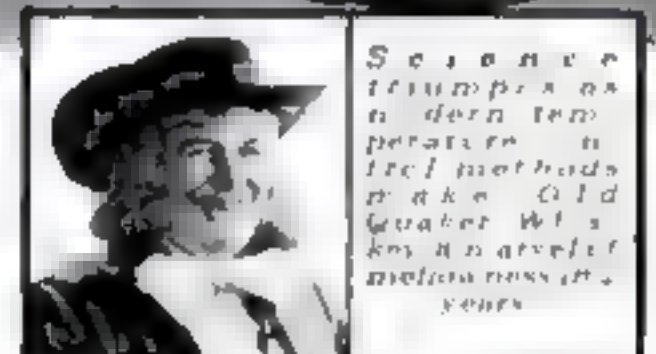


90
PROOF

NOW THIS WHISKEY IS
2 YEARS OLD
NO INCREASE IN PRICE

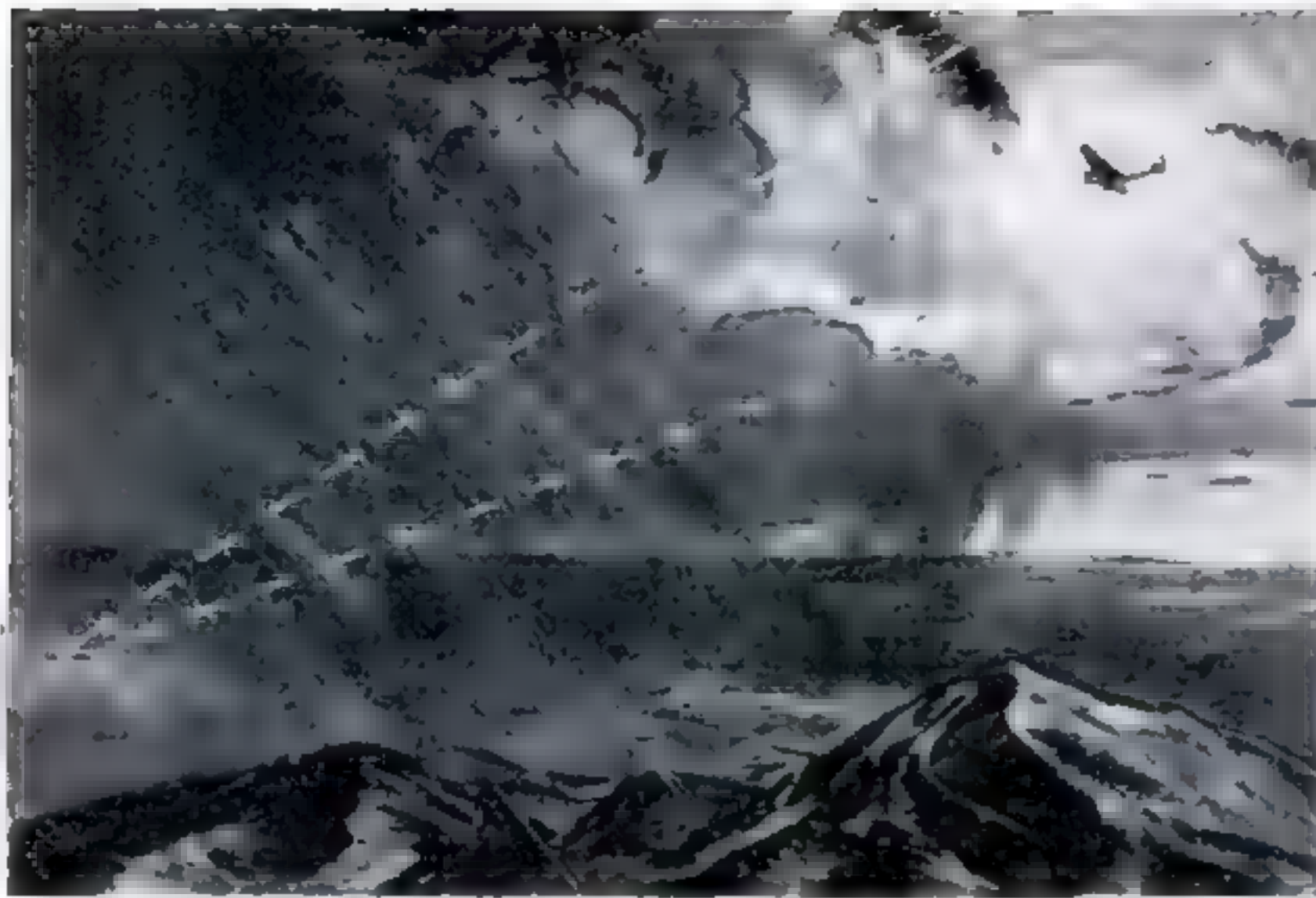
OLD QUAKER

STRAIGHT WHISKEY BRAND
AS YOU PREFER—IN BOURBON OR RYE
STORED IN TEMPERATURE CONTROLLED WAREHOUSES
Copr. 1937—THE OLD QUAKER CO.—LAWRENCEBURG, INDIANA



Science triumphs as a modern temperature control method makes Old Quaker Whiskey a perfect medium for 2 years.

RICHER... milder... softer—that's OLD QUAKER now! Aged 24 hours a day, for 2 full years under modern scientific temperature control... it's aged 6 full months over the required minimum legal age for straight whiskey. And there's no increase in price! Today, more than ever, "There's A Barrel Of Quality In Every Bottle, But It Doesn't Take A Barrel Of Money To Buy It!" Ask for OLD QUAKER by name.



When flying "blind" through storms, fog or darkness, the air pilot of today can keep his ship safely on its course by means of the Radio Beam—directional radio signals which are transmitted in code from ground stations and are heard by the pilot through ear phones.

What the Radio Beam does for the Pilot Parker's Television Pen does for You

*Both have what it takes
to give men SECOND SIGHT*

The Parker Vacumatic is a modern marvel that holds 102% more ink than our famous Duofold and lets you SEE the ink in the barrel—shows at all times how much ink you have to spare. Hence, it won't run dry like "blind barrel" pens.

A College Professor invented this Pen because he knew that you can't focus your thoughts on your subject, if you're wondering whether your pen contains enough ink to finish the job in hand.

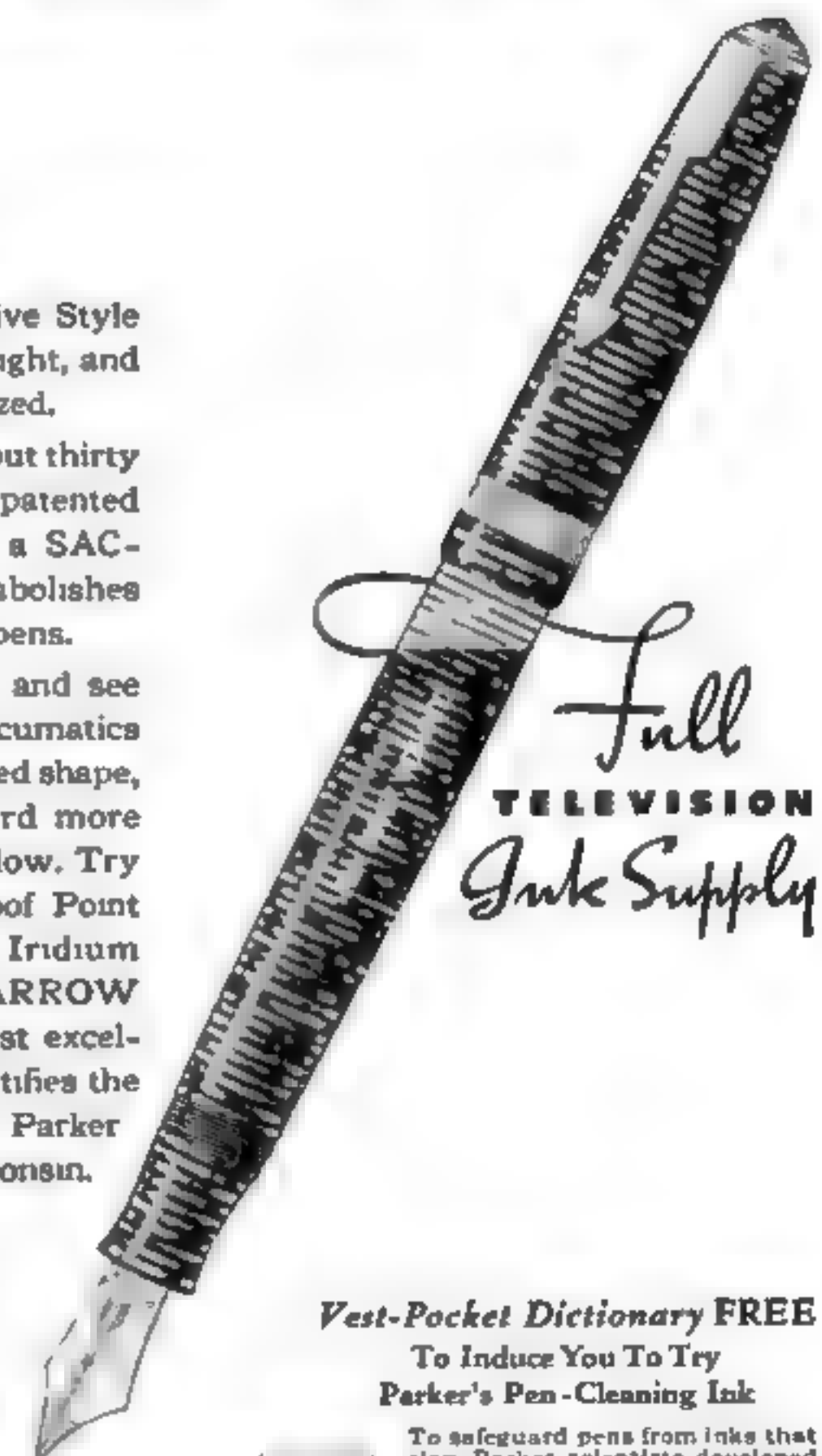
Even worse is to have a pen run dry at some critical moment, rile your blood and muddle your mind. Compared with what you lose by these mental tumults, the price of this revolutionary Parker Vacumatic is only a trifle.

A jewel-like pedigreed Beauty with shimmering laminations of alternate

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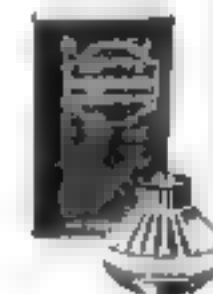
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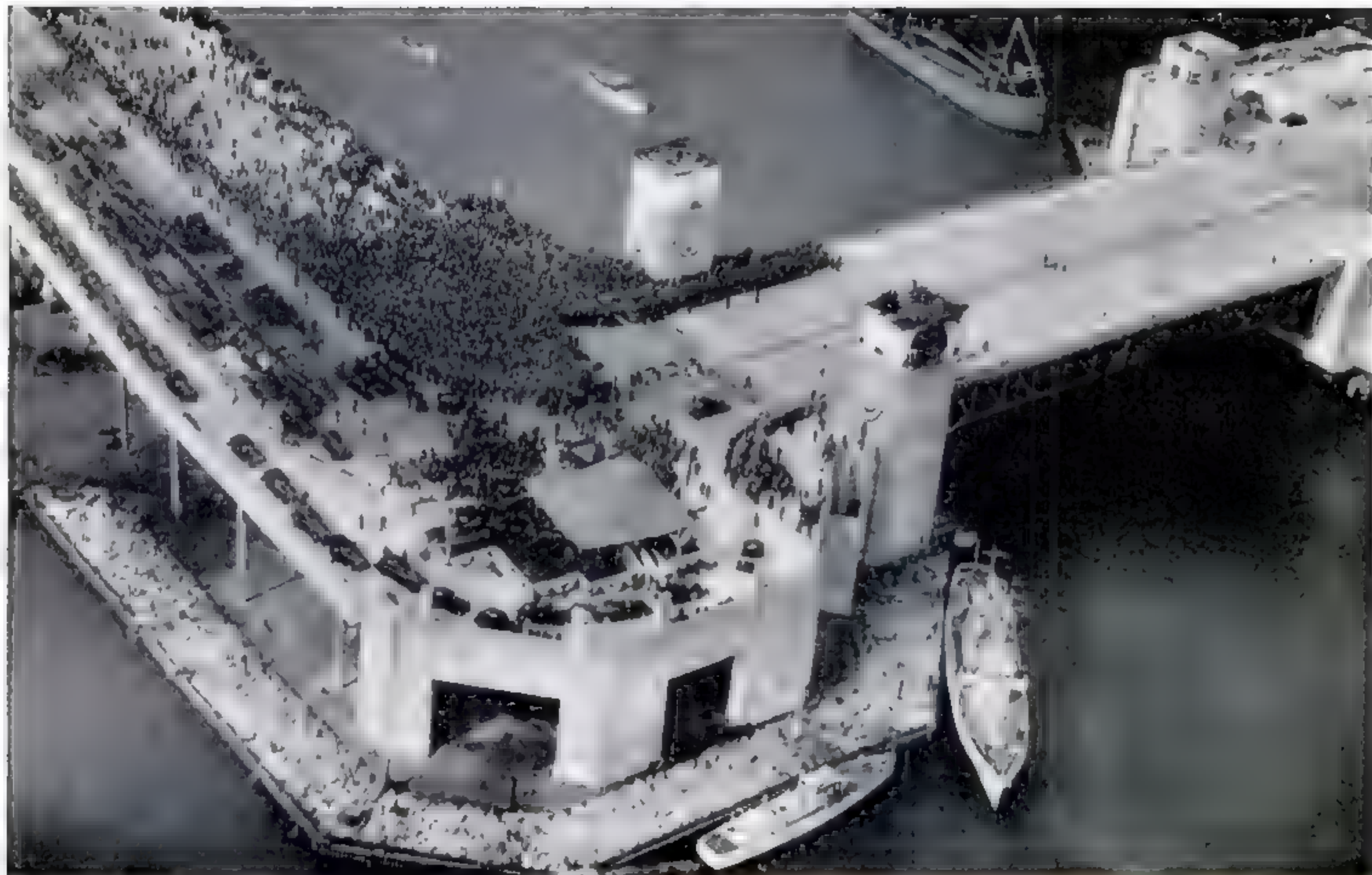
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ON THIS BRIDGE A U. S. PRESIDENT TURNED THE COURSE OF HISTORY



AMERICAN AMBASSADOR TO CHINA

President Roosevelt went to Chicago, Oct. 5, to dedicate a bridge. He dismissed the bridge in one sentence. But Chicagoans did not feel slighted. For the spot on which he spoke, canvas-topped for the occasion (*above*), became a major landmark in American history as with solemn deliberation Franklin Roosevelt proceeded singlehandedly to change the whole course of U. S. post-War foreign policy and rock the world.

He said: "Let no one imagine that America will escape [war], that it may expect mercy, that this Western Hemisphere will not be attacked. . . . If we are to have a world in which we can breathe freely . . . the peace-loving nations must make a concerted effort in opposition to those violations of treaties and those ignorings of humane instincts which today are creating a state of international anarchy and instability from which there is no escape through mere isolation or neutrality."

Thus did the President of the U. S. align his country with the League of Nations, defy Japan and the rest of the world's warmakers. "America hates war," he concluded. "America hopes for peace. Therefore, America actively engages in the search for peace."

As the President's challenge sounded through the world, Chinese in Nanking rushed to congratulate able U. S. Ambassador Nelson Johnson (*left*). On able U. S. Ambassador Joseph Grew (*right*) in Tokyo fell baleful glares.

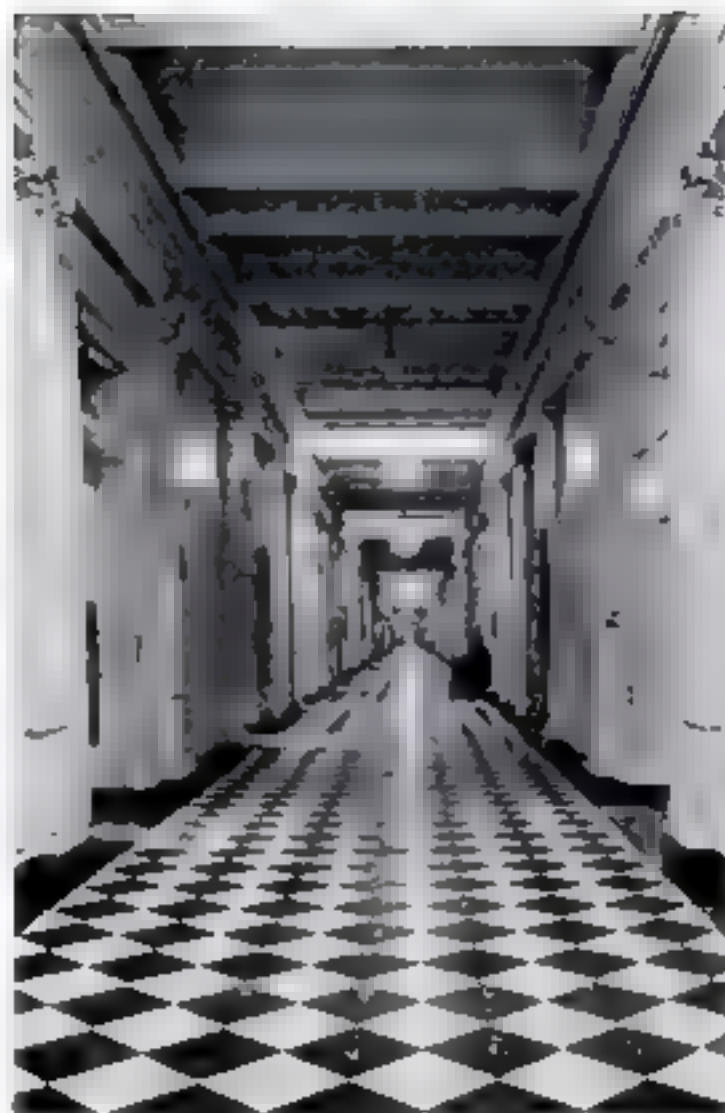


AMERICAN AMBASSADOR TO JAPAN

President turns Course of History (continued)



The U. S. State Department, in its old gray building across from the White House, has for three months been watching wars abroad, getting ready to act. A preliminary notice of U. S. policy came Sept. 28 when Secretary of State Hull, a convinced internationalist, joined the League in condemning Japanese bombing.



Through long, checkered corridors of the State Department scurried messengers as officials, after President's speech, formulated a condemnation of Japan for breaking treaties.



To the White House, Oct. 8, marched Secretary Hull (right), Undersecretary Sumner Welles (center) and Ambassador-at-Large Norman Davis to confer on U. S. part in a Nine-Power Conference on China.



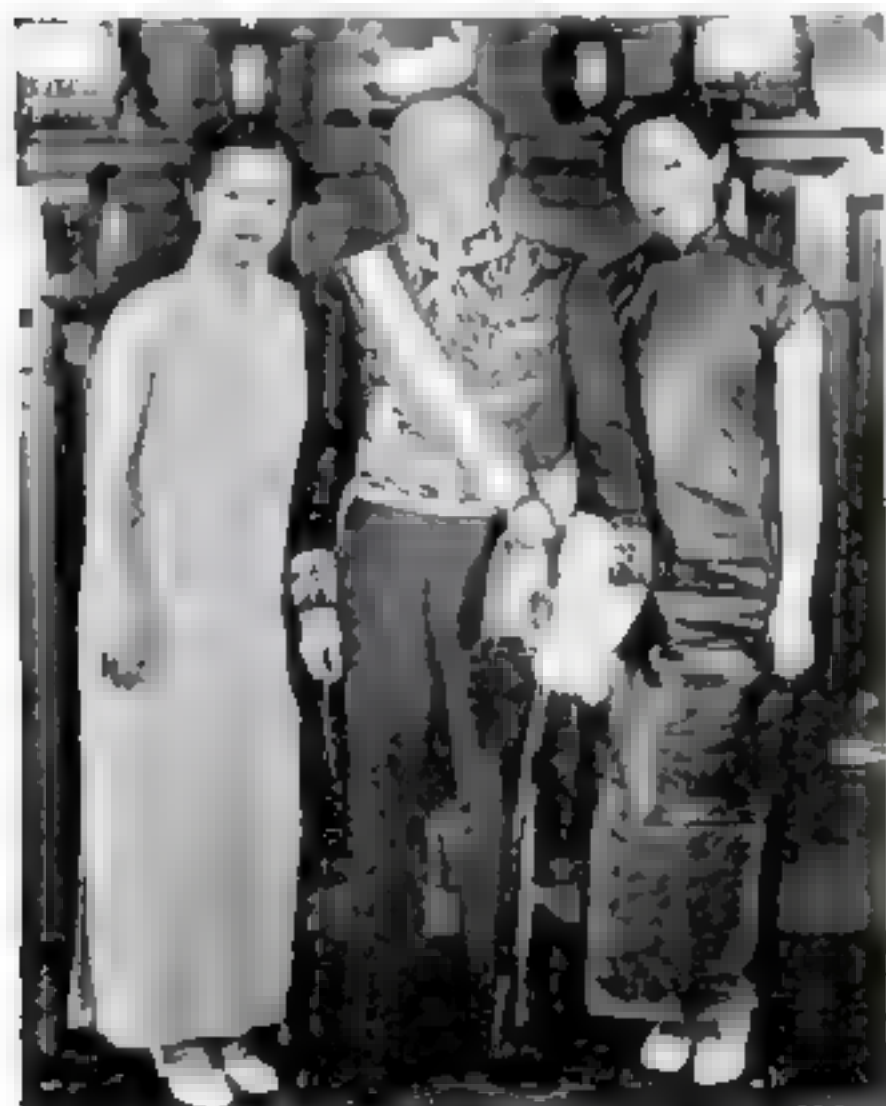
The Great Isolationist of 1919, Idaho's Senator Borah, surprisingly praised "our great President's" internationalist speech.



The Great Isolationist of 1937, North Dakota's Senator Nye, staunchly denounced the President's speech, declaring: "Once again we are baited to thrill to a call to save the world."



Peace societies, including Mrs. Estelle Sternberger's World Peaceways, declared in a joint statement: "In his Chicago speech the President points the American people down the road that led to the 'World War.'"



China's Ambassador to the U. S., Dr. C. T. Wang, shrewd businessman, cheered Roosevelt's "moral consternation" at Japan's "frightfulness."



Japan's Ambassador to the U. S., convivial little Hiroo Saito, professed his unconcern at Roosevelt's speech.



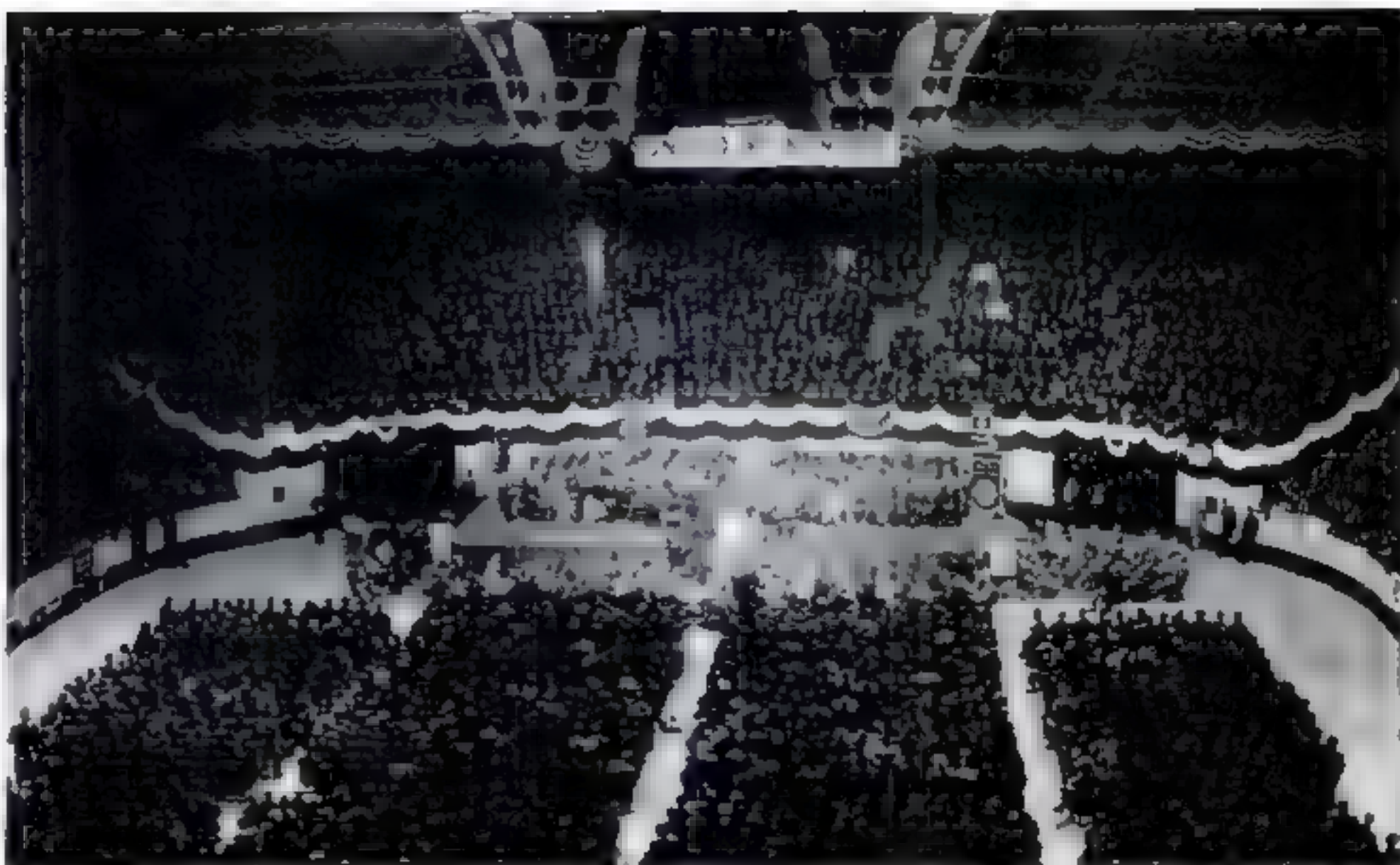
Japan's Foreign Minister, Koki Hirota, frankly snubs the white race's interference in China; claimed, Oct. 8, that all Japan's acts have been in accord with "treaties" signed by intimidated Chinese underlings, that Japan wanted a little, not a big, war.

ENGLAND CALLS AMERICA "MOST POWERFUL NATION"

To the President's speech, the world reacted predictably. Germany and Italy suppressed it. Japan was coldly furious. China and Loyalist Spain were naturally overjoyed. Britain rejoiced at finding the U. S. once again on its side in a world crisis (see below).

In the U. S., opinion was equally divided. Organized Labor responded with calls for a Japanese boycott. Such veteran internationalists as former Secretary of State Henry L. Stimson warmly congratulated the President. But isolationist peace societies rose up in arms and the leader of the Senate peace-by-isolation bloc, North Dakota's Gerald P. Nye, promised a hot fight against the President's new policy when Congress convenes again.

That popular opinion still supports the spirit of the Neutrality Act which President Roosevelt flouted, appeared Oct. 10 when the American Institute of Public Opinion, which works by scientific sampling, announced the results of a poll on the question: "Which plan for keeping out of war do you have more faith in - having Congress pass stricter neutrality laws, or leaving the job up to the President?" The vote: for laws, 69%; for the president, 31%.



Organized Labor momentarily forgot its internecine quarrel in turning on Japan. At its first national convention in New York, Oct. 7, C. I. O.'s fast-growing Transport Workers'

Union (above) voted a Japanese boycott. In Denver, delegates to the A. F. of L.'s national convention cheered lustily when President William Green called for the same thing.



Princeton senior Prince Fumitaka Konye, son of Japan's Premier: "Japan has broken her word on the Kellogg Pact. But she had to fight..."



Archbishop of Canterbury's mass meeting, Oct. 8, expressed "horror" at Japan advised against lone British action.



Prime Minister Chamberlain, Oct. 8, hailed Roosevelt's "clarion call," as coming from "the most powerful country in the world"



Ex-Secretary Stimson, who failed to get British support against Japan in 1931, hailed a "new birth of American courage."

HOLLYWOOD JOINS PRESIDENT ROOSEVELT'S "QUARANTINE" OF WARMAKERS



Joan Crawford threatened to "walk off the set" if Vittorio Mussolini, 21-year-old son of Italy's Dictator, showed his face there. Other stars put ads in trade papers denouncing him.



"War for us has been a sport..."

Typical anti-Fascist ads quoted Vittorio's book about his flying exploits in Ethiopia: "War for us has been a sport... Bombing was most diverting."



So young Vittorio Mussolini left Hollywood abruptly, refusing to comment on rumors that his proposed operatic film producing company, R. A. M. (Roach and Mussolini), had been dissolved.

LIFE ON THE AMERICAN NEWSFRONT: YALE INSTALLS YALEMAN AS ITS FIFTEENTH PRESIDENT



In Battell Chapel, President Seymour sat in the centre of the platform, flanked by college dignitaries and guests.

Behind them is the student choir. Faculty and alumni fill the pews. The formal induction was performed by Connecti-

cut's scholarly Governor William L. Cross ("Uncle Toby" to Yale students), who got a chance to speak his best Latin.



The procession passes one of Yale's new buildings. Dr. Malcolm R. Thorpe, bearing University's gilt mace,

is followed by Dr. Seymour, who wears the heavy Presidential chain, and Governor Cross (*head hidden*).



The staff of the University was carried across the campus, at the head of the procession, by Professor Loomis Havemeyer (Anthropology).

Yale University, third oldest in the land, was returned to the guidance of a Yaleman on Oct. 8 when Dr. Charles Seymour was solemnly inducted as its 15th president. For the last 18 years, during which Yale grew rich in buildings and endowment, its president has been an outlander, Dr. James Rowland Angell, graduate of the University of Michigan. His successor is not only a Yale graduate but a product of a Yale family tradition dating back two centuries, almost to the University's beginnings. President Seymour's great-great-grandfather and great-uncle were Yale's fifth and ninth presidents respectively. His father was a famous Yale Greek professor. Charles Seymour himself, as professor of history and University provost, has spent all but a few years of his career on Yale's elm-shaded campus.

Of the 63 U. S. colleges and universities which began the academic year by inaugurating new presidents, none was prouder than Yale of the speech its distinguished son made on Oct. 8 in Battell Chapel. Said new President Seymour: "The duty of protecting freedom of thought and speech is the more compelling in these days when the liberal spirit in the world at large is in deadly peril. We may look across the seas and take warning. The Yale atmosphere must be so completely impregnated with the sense of freedom that our students going from here will serve naturally and universally as its apostles. . . . We seek the truth and will endure the consequences."



President Seymour and Governor Cross marched in the procession. Cross is a former dean of Yale's Graduate School.



Gowns were dropped outside the president's office, beneath a portrait of Dr. Angell, by Dr. Seymour and guests.



President Seymour promised an administration dedicated to "absolute intellectual freedom." Said he: "Every stu-

dent at Yale should be impressed with the conviction that only through the spread of the liberal attitude in life

can the nation find protection from an obscurantist reaction on the one hand or a blind revolution on the other."

LIFE ON THE AMERICAN NEWSFRONT: SERIES ATTENDANCE DROPS AS YANKS SWEEP THREE



61,000 baseball fans crowded around the green diamond of the Yankee Stadium on Oct. 6 to watch the opening game of New York City's private World Series. In the sixth inning, the Yankees knocked star Giant Pitcher Carl

Hubbell out of the box, scored seven runs, won the game 8-1. Next day, only 58,000 fans saw the Yankees knock star Giant Rookie Cliff Melton out of the box in the fifth inning, score four runs in the sixth, win again 8-1. For the

third game, played at the Polo Grounds, interest and attendance waned. Only 37,000 fans came to see Yanks win, 5-1, from the discouraged Giants who seemed to be just a good ball team trying vainly to match strides with a great one.

A HINDU AND HUNGARIAN WRESTLE IN MUD IN A SAN FRANCISCO DREAMLAND



In a mud-filled ring in Dreamland arena, San Francisco on Oct. 5, Bhu Pinder, a Hindu wrestler, and Sandor Szabo, a Hungarian, brought the ludic-

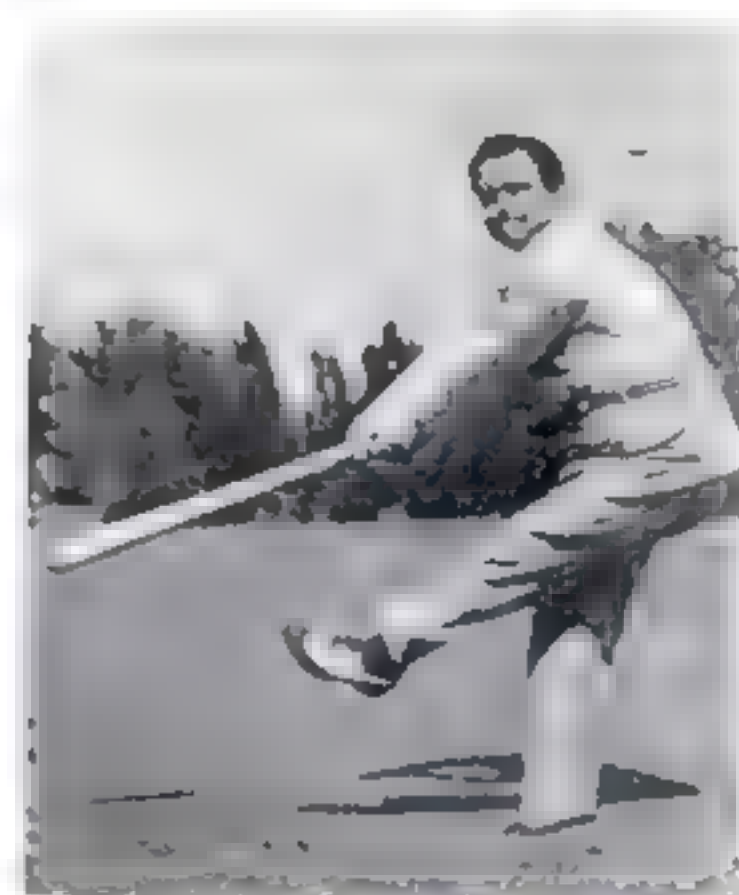


rous-enough sport of wrestling to new peaks of silliness. This was a bout fought in what was advertised as the Hindu style of wrestling. The ring



was coated ankle-deep with thick, slippery mud. The fighters applied headlocks, armlocks, finally slipped to the floor with Szabo on top (above). After brief sloshing, Szabo thrust Pinder's shoulders into the muck, was declared winner.

LIFE ON THE AMERICAN NEWSFRONT: CASE OF THE WORLD'S GREATEST GOLFER



In a stunt match with Bing Crosby, Golfer Montague used a baseball bat instead of a driver, scored a birdie 3 on a 370-yd. hole.



For irons Montague had only a rake and a shovel. Actor Crosby conceded the match after one hole, gave Montague back his clubs.



In July, 1937, Golfer Montague's magic wrists were closed in handcuffs as California police arrested him on a warrant from New York.



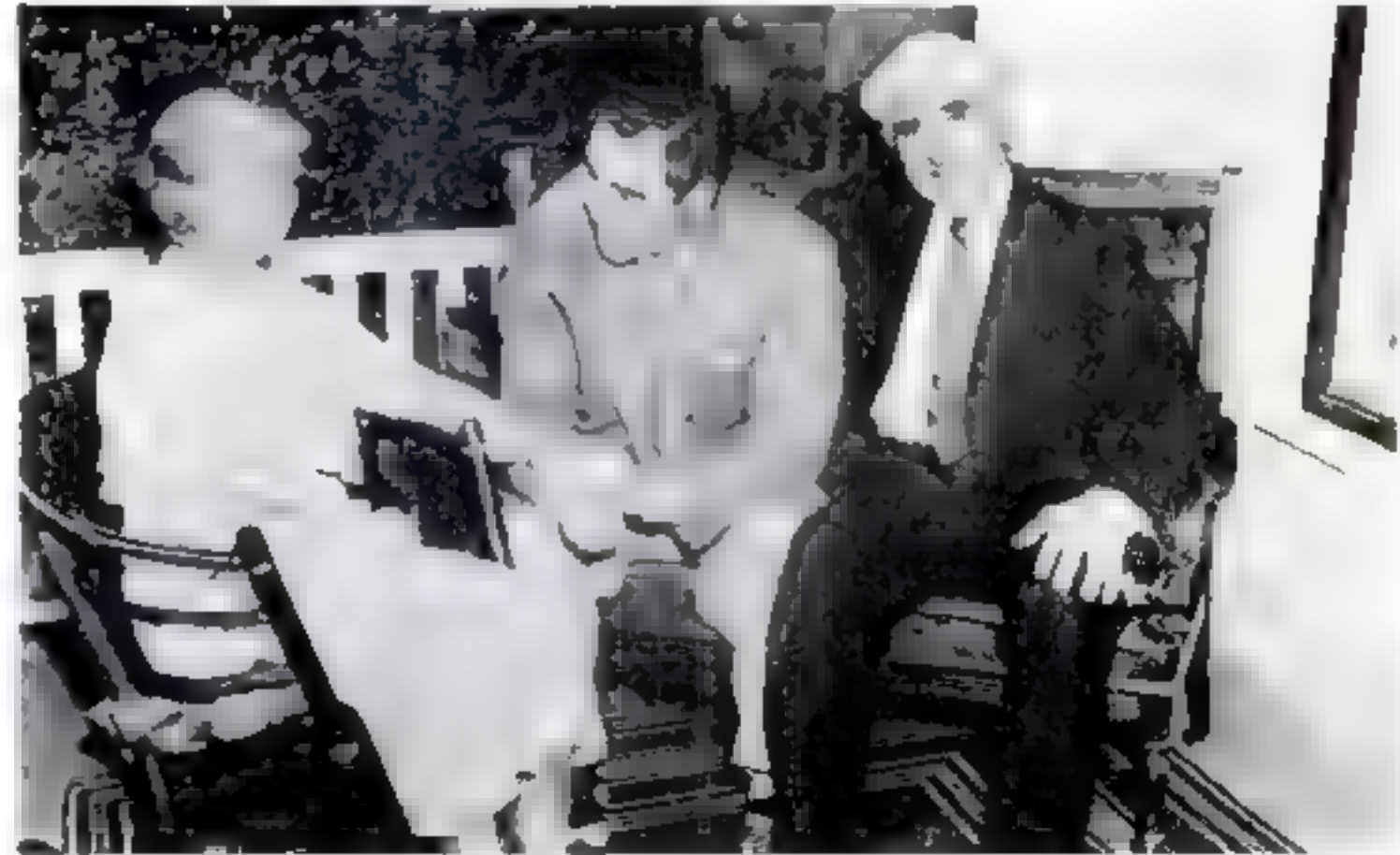
In August, 1930, when an Essex County innkeeper was robbed of \$750, La Verne Moore was beginning to win fame for golfing skill.

Though he never entered a major tournament, never won a big silver cup, John Montague is often called the greatest golfer in the world today. His reputation springs from the testimony not of large galleries but of a few reliable individuals who watched his wizardry in private competition. Until last summer he was little known outside Hollywood. Gossips of that inquisitive community envisaged him chiefly as a friend of Actors Bing Crosby, Guy Kibbee and Oliver Hardy, an unaccountably bashful athlete who abjured public appearance, smashed newshawks' cameras.

In July, Hollywood learned the reason for this shyness. Golfer Montague was actually Fugitive La Verne Moore, whom N. Y. police had wanted since 1930 for alleged implication in an Essex County inn robbery. Arrested, brought East for arraignment, released under bail, Montague-Moore lost his distaste for publicity. Awaiting trial Oct. 11, he visited his parents in Syracuse, played golf in public, convinced skeptics that despite lack of training his drives were of phenomenal power, his short game (above) unbeatable.



In Essex County Courthouse at Elizabethtown, N. Y., Montague pleaded not guilty, was freed in \$25,000 bail reputedly posted by Bing Crosby. Here on Oct. 11 his trial began.



Home in Syracuse John Montague treated his parents, Matthew and Mary Moore, to their first glimpse of him in seven years. They found him slightly heavier, still rosy-checked, agile.

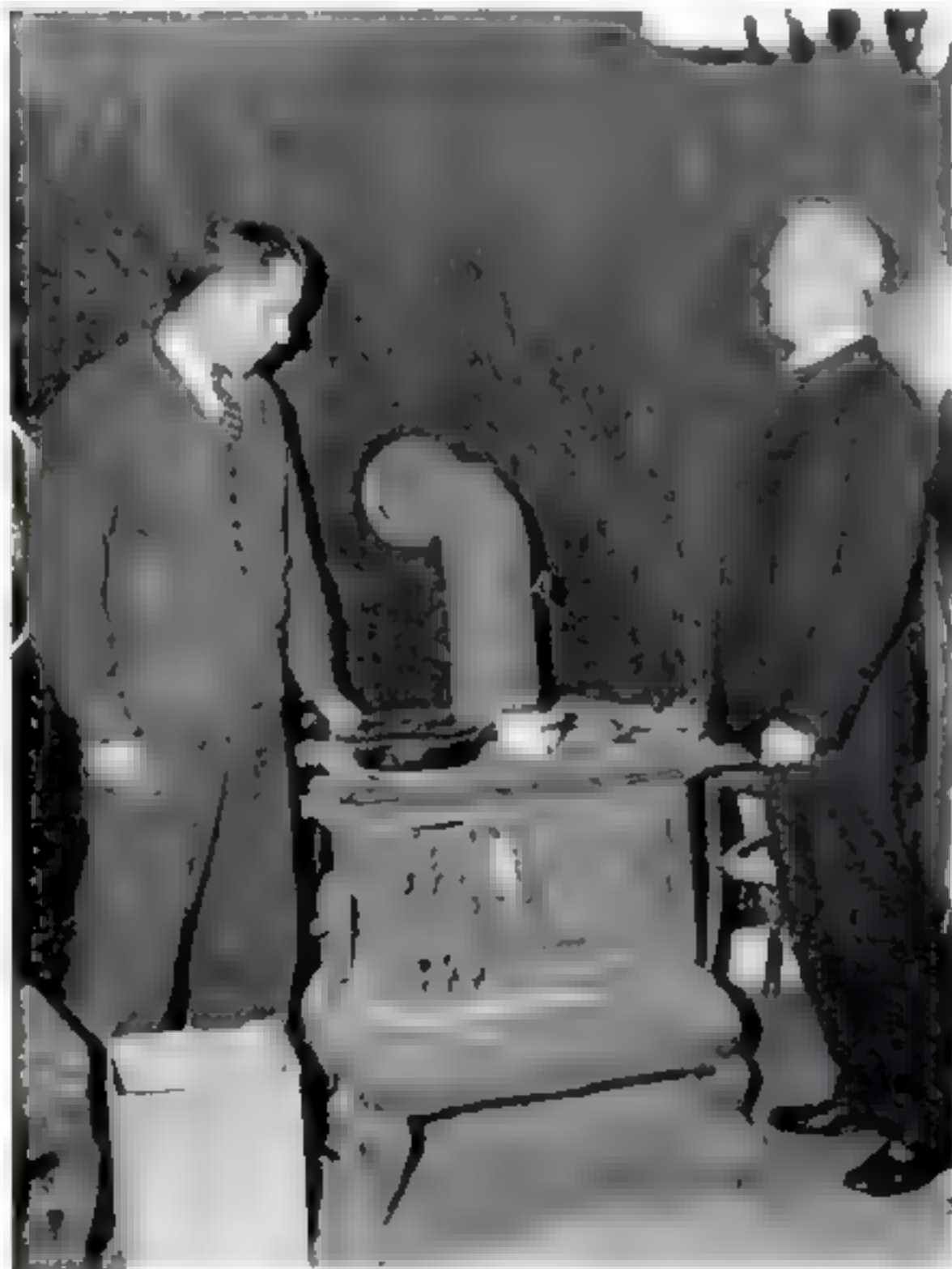
LIFE ON THE AMERICAN NEWSFRONT: 140 EPISCOPAL BISHOPS MEET IN CINCINNATI



Host of the convening bishops is Henry Wise Holson of Ohio (tall man, centre), who, at 46, is the youngest bishop in the Episcopal Church. His Cincinnati cathedral having been recently torn down, he will use a \$10,000 streamlined "Wynsloe Cathedral" built on a trailer.



In black stole and white chimere the bishops march solemnly across the University of Cincinnati stadium for opening services. Second from right is Bishop George Craig Stewart of Chicago (see page 45), whose black loretta indicates his High Church attitude.



Church concern with social problems is depicted in this model of a slum flat which Bishop William T. Manning (right) had set up in his New York Cathedral of St. John the Divine during a slum clearance exhibit.



Like the U. S. Congress, the Episcopal Church is ruled by an Upper and a Lower House. Here are the Bishops of the Upper House at their business-

like desks in Cincinnati's Masonic Temple. The House of Deputies meetings for clergymen and laymen were more populous, more noisy, more informal.



Symbol of high office is the bishop's pectoral cross hung from his neck. The caps on the churchmen indicate their academic degree. The biretta worn by Bishop Manning (extreme right) marks him also as High Church. Sullen skies account for empty grandstands

"Those whom God hath joined together let no man put asunder" is an edict firmly upheld by the Church. Plans for liberalizing divorce canons were opposed. Below is the Episcopal wedding of Ann Foster and Thomas Le Bontiller III at Church of the Resurrection, N. Y.

Social Reform is born of the Gospel says keynoting Bishop of California

Unlike other Protestant churches, the Episcopal Church believes in the doctrine of Apostolic succession. Essential to its catholic faith is the three-fold ministry of bishops, priests and deacons. The bishops' authority is derived in an unbroken line by tradition from the Apostle Peter, first Bishop of the Church of Christ. But its existence as a separate divine institution, removed from the jurisdiction of Rome, began with the dramatic events of the reign of King Henry VIII. This gives the U. S. Episcopal Church special ties with the Church of England and its two great primates, the Archbishops of Canterbury and York.

On Oct. 6, 140 U. S. Episcopal bishops met in Cincinnati for their 52nd triennial convention. Seated in canonical regalia before an outdoor chancel and sanctuary, they heard Bishop Edward L. Parsons, in a keynote address, exhort the Church to apply itself to the welfare of the social order. "There is not much chance of touching the men and women and children fighting for their very bread in the Kentucky coal fields with the message that God is love," said the bishop, merely by telling them "read your Bible, pray, have your quiet time. Go try it. You will never again say that Christ has no concern with the social order. . . . The rise of the underprivileged classes . . . is no mere transient affair such as Fascism or Nazism. It is born of the Gospel of Christ. It is the fruit of his service to mankind."

Most immediate problem facing the Episcopal House of Bishops was the business of raising \$7,500,000 for the next three years' budget. Most thorny problem was the question of divorce



CONTINUED ON NEXT PAGE

The Episcopal Church: From England in 1529 to America in 1937 (continued)



At her trial in London (1529), Catherine of Aragon fought King Henry VIII's scheme to divorce and depose her; was judged "contumacious," after appealing to Pope Clement VII

for trial in Rome. Since Clement forbade him to remarry, Henry had Parliament break with Rome, invest him with power as "Supreme Head in earth of the Church of England."



Anna Boleyn, maid of honor at Henry's court, became his second wife in secret. Three years later she was beheaded. Her daughter became Queen Elizabeth.



First U. S. Episcopal bishop was Samuel Seabury, ancestor of New York's recent investigator of political corruption. Denied consecration in England, he was blessed by three Scottish bishops on the top floor of an Aberdeen house, Nov. 14, 1784.



Into St. Paul's Chapel, still standing on New York's lower Broadway, filed both Houses of Congress, March 4, 1789, to kneel in the religious services which completed the inauguration of George Washington as the first U. S. President. Washington's pew was under the eagle (at left).



Great missionary of the U. S. Protestant Episcopal Church was Bishop Philander Chase, who opened pioneer dioceses in the wild Northwest Territory, founded Kenyon College.



Episcopalian Franklin D. Roosevelt attends Washington's St. Thomas Church about twice monthly. On special occasions, he goes to Bishop J. E. Freeman's National Cathedral.



Episcopalian Fiorello LaGuardia attends New York's Cathedral of St. John the Divine, whose Bishop is William T. Manning (at left). The Mayor likes to sit in a middle pew



An Infant Episcopalian is here baptized by Bishop George Craig Stewart of Chicago. Though still rector of St. Luke's at Evanston, this dynamic Midwest churchman spends much of his time with the 38,000 communicants in the 123 churches of his diocese. In seven years he has confirmed 15,000 men and women. To carry on church business, he maintains an office in downtown Chicago with 35 employees, including a real-estate expert

and banker. Perhaps best known of his works is his Bishop's Pence, a plan by which communicants are given banks in which they deposit a penny after every meal. If they did so faithfully (which they do not) the diocese would be richer by \$400,000 a year. An opponent of proposed liberalization of the divorce canon, a brilliant and dramatic preacher, Bishop Stewart is an outstanding U. S. exponent of the High Church position.

The President's Illiam

Historians who write the life of Franklin Roosevelt will mark well the week of Oct. 4, 1937. In that week the President, whose best loved word is "democracy," returned from a trip which had confounded his foes with its demonstration of the people's love for him. Begun under the cloud of his Court Plan defeat and the Black Klan scandal with his prestige supposedly at lowest ebb, his Northwest swing had turned into a triumphal progress. Also in the week of Oct. 4, the President, whose best loved word is "democracy," flatly denied the will of the people as expressed in the overwhelming isolationist sentiment which caused the Neutrality Act to be passed over his opposition. Nullifying that Act, his Chicago speech and subsequent denunciation of aggressor Japan set the nation once again on the path of Wilsonian internationalism which he has always cherished.



The President charms the Northwest with talk of Peace and Power, returned with East region snugly in his political pocket.

MASS MURDER BY JAPAN MUST BE STOPPED



Register your Protest at National Demonstration organized by the "News Chronicle"

ROYAL ALBERT HALL
TUESDAY, OCTOBER 5, at 8pm

British anti-Japanese sentiment (abore) got a roaring response at the President's Chicago speech.



To Roman Catholics offended by his appointment of a ex-Klansman to the Supreme Court, President Roosevelt demonstrated in Chicago his own freedom from bias, by calling on his friend George Cardinal Mundelein, power leader of 1,000,000 Catholics.



Under a canvas top at a turn in Chicago's new Outer Drive Bridge, which he was officially there to dedicate, President Roosevelt changed history with a

speech in which he renounced American isolation, enlisted the nation with other peace-loving powers in a crusade to make the world safe for civilization.



Apparently unimpressed by the historic occasion was this forgotten man huddled in a corner of Chicago's bridge.



Troublesome boards and bureaus, as well as great problems of state, awaited the President on his return to Washington. Frank McNinch (centre) had just taken over the job of straightening out the Federal Communications Commission (above).



Government employees were reported flocking to the C.I.O. union run by John L.'s brother, Alma Denny Lewis.



An outstanding job of reporting on President's trip was done by New York Times's Warren Moscow, 27.



Back from a European tour on which she had dined with such potentates as the Maharaja of Kapurthala (upper) came grand old Mrs. Sarah Delano Roosevelt, America's dowager empress, greeted warmly by Mrs. Pierre Cartier (lower). Her best European interview, "I am sure my son does not want to run for a third term. Surely there are other capable men in the country competent for the Presidency."



While the President's car was parked outside Cardinal Mundelein's residence, 5-year-old Jack Tobin, whose policeman father expects him to be President some day, climbed in the back seat, donned the Presidential hat, posed for photographers.



In Manila, Philippine President Manuel Quezon declared it his "right and duty" to criticize his Commonwealth's courts. President Roosevelt having set the precedent. As vulnerable U.S. outposts in the Far East, the Philippines were also deeply affected by President Roosevelt's crack at Japan.

ART

"SWING LOW SWEET CHARIOT" AND OTHER PAINTINGS BY JOHN MCCRADY



In New Orleans' old French Quarter, McCrady has a studio in the rickety house shown above left. Custom-

iron grillework on the foreign-looking old house next door was probably brought down from Philadelphia.



Reclining on the fascinating antique bed in his combination studio-living quarters, McCrady makes his

notes and sketches. For sleeping he has a plain cot. Note preliminary sketch for a painting on the wall.

"Without the slightest idea of what I wanted to paint," said John McCrady, "I went north in 1933 to the Art Students' League. I painted people but they were just people and there was no reason for them. I drew pictures of New York: subways, burlesque shows, dirty waterfronts, vulgar people—everything other students at the League were doing. But I found no pleasure in it; I began to feel I'd made a mistake to think I'd ever be an artist."

As the bitter cold New York winter evenings grew long he yearned for his home in the South. He continued "I could see Oxford [Mississippi] on top of the hill, its towering steeples, the courthouse in the centre (see page 41), the tolling of the courthouse clock that could be heard for miles about by the laughing and singing Negroes sweating in the cotton fields beneath the boiling sun." Then for the first time 26-year-old John McCrady, seventh child of a Southern clergyman, began to paint that which he knew. He returned home, set up a studio in quaint old New Orleans. From there we have the richly emotional paintings that are reproduced for the first time in color on the following pages, and which, with others, are now on exhibit at Manhattan's Boyer Galleries.

John McCrady was born in the Episcopal rectory of Canton, Mississippi, spent all his childhood in Southern towns. His nostalgic scenes of the Deep South are painted with a quiet humor that combines fantasy with realism. One eminent New York critic described his *Swing Low Sweet Chariot* (opposite) as "whimsically moving, in the manner of the Negro works of Roark Bradford and Marc Connelly, remembrance of whose *Green Pastures* the picture subtly evokes."



Terrier Pieter Breughel (above) is Artist McCrady's constant companion. He is named after McCrady's favorite Flemish Old Master.



SWING LOW SWEET CHARIOT SHOWS AN OLD NEGRO DYING AS BLACK ANGELS COME TO TAKE HIS SOUL UP TO HEAVEN NOTE THE RED DEVIL STRUGGLING ON THE SIDEWHEEL



IN HOUSE ON THE HILL, A REMARKABLE NIGHT SCENE ILLUMINATED BY CAR HEADLIGHTS, LIVED A NEGRO WHO WORKED FOR McCRADY'S FAMILY



McCRADY PAINTED THIS DIFFICULT SELF-PORTRAIT WHILE LYING FLAT ON HIS BACK, LOOKING AT A MIRROR BETWEEN HIS FEET



TOWN SQUARE SHOWS A CROSS-SECTION OF OXFORD, MISS., ON A SATURDAY MORNING. THE MAN AT EXTREME RIGHT IS THE ARTIST'S FATHER



IN SMALL TOWN FIRE NOTE THAT THE BLAZE STARTS AROUND THE HOUSE CHIMNEY, JUST WHERE SUCH FIRES USUALLY START



WOMAN MOUNTING A HORSE IS A COMIC STUDY OF MOVING FIGURES. AS AN EXAMPLE OF ITS REGARD FOR DETAIL, NOTE COBWEB AT LOWER RIGHT

MCCRADY TAKES THREE MONTHS TO PAINT A PICTURE

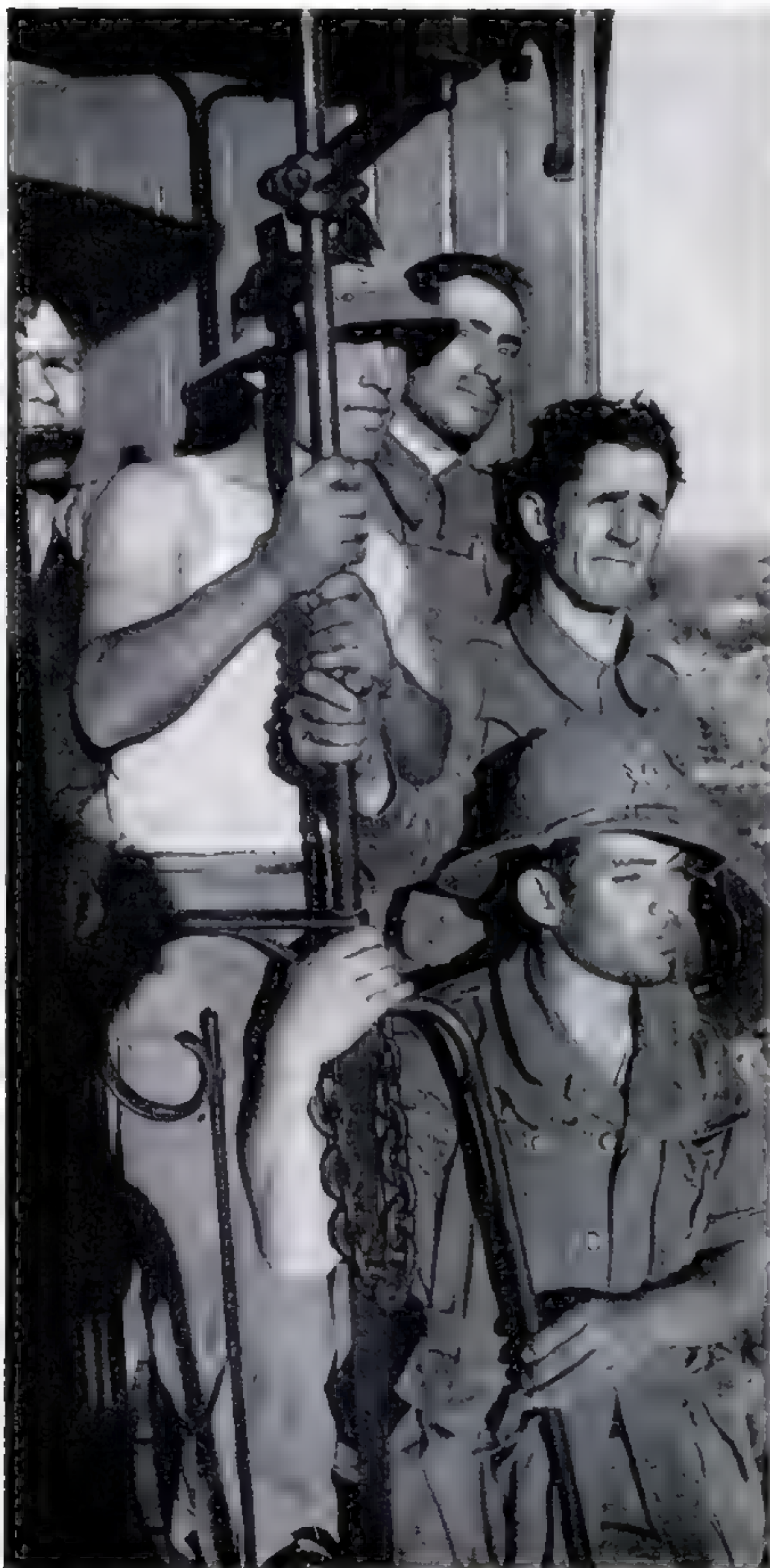
When John McCrady first started painting in New York in 1933, a frenzy seized him and he worked like one possessed. "I sat there in that little room," he says, "hugging the radiator, painting daydreams of home many miles away. . . . I couldn't paint fast enough. Since then I have learned to be more patient."

Today most of his paintings take McCrady three or four months to complete, and they all have a finish and construction they once lacked. The excellence of their color is largely due to Artist McCrady's painstaking method, reminiscent of the Old Masters, of underpainting and glazing. First a thin veil of color applied to the original drawing is given a day or so to dry. Then light

masses are brought out with white, after which the underpainting is given a few weeks to dry. Following a light intermediate varnish, color glazes are applied. This permits light to penetrate the transparent colors to the white underpainting and then be reflected back, giving a luminous effect foreign to ordinary opaque painting.

Because the thorough McCrady technique is accompanied by a thorough regard for detail (note landscape above) and by a thorough knowledge of the South which he delights to paint, his first Manhattan one-man show now at the Boyer Galleries should add to a reputation hitherto confined mostly to the South.

IT STOPS RAINING IN ETHIOPIA AND ITALY GOES BACK TO WORK



The railroad into Ethiopia is French-owned, used as little as possible by the Italians. But it gives these

Italians, riding toward the setting Ethiopian sun, the best possible first view of their new Empire.

Mussolini promotes his modern Italians to a conquering race of road diggers

Last May the rain began falling in torrents on Ethiopia as it does every May. On September 23, the rain drizzled to an end in Ethiopia's capital of Addis Ababa. Once again Italian workmen (left), uniformed as the East African Workman's Militia, began pouring into Ethiopia to dig roads from sunup to sundown. Once again big Caproni bombing planes set out from Addis Ababa and Dessaye, only towns with all-weather airfields, to re-establish contact with a dozen small fortified posts scattered over the sodden, untracked empire. Once again the bombers droned over the back country, dropping "visiting cards"—incendiary bombs—on remote villages. And from Italian ports surveyors, prospectors, engineers and businessmen set sail to cash in on the Ethiopian concessions they had received from Benito Mussolini under the Fascist "Six-Year Plan" for Ethiopia's thorough exploitation.

Just as the rains stopped, rumors told of a revolt in Makale in the north. There are no reporters today in Ethiopia. Fact it is that Italian soldiers hold a picaresque fraction of Ethiopia against "unpacified" tribesmen, that the rains have washed out most of last spring's Italian roads. But it is also a fact that the Ethiopians are now leaderless, and will not provide any formidable opposition unless they find a new chief. The man such a chief has to contend with is shown below—Marshal Rodolfo Graziani, Viceroy of Ethiopia, shown talking with a chief whose sword is carried by his son.



Marshal Graziani, professional Army man who helped conquer and now rules Ethiopia, is a ruthless Viceroy, speaks Ethiopian dialects.

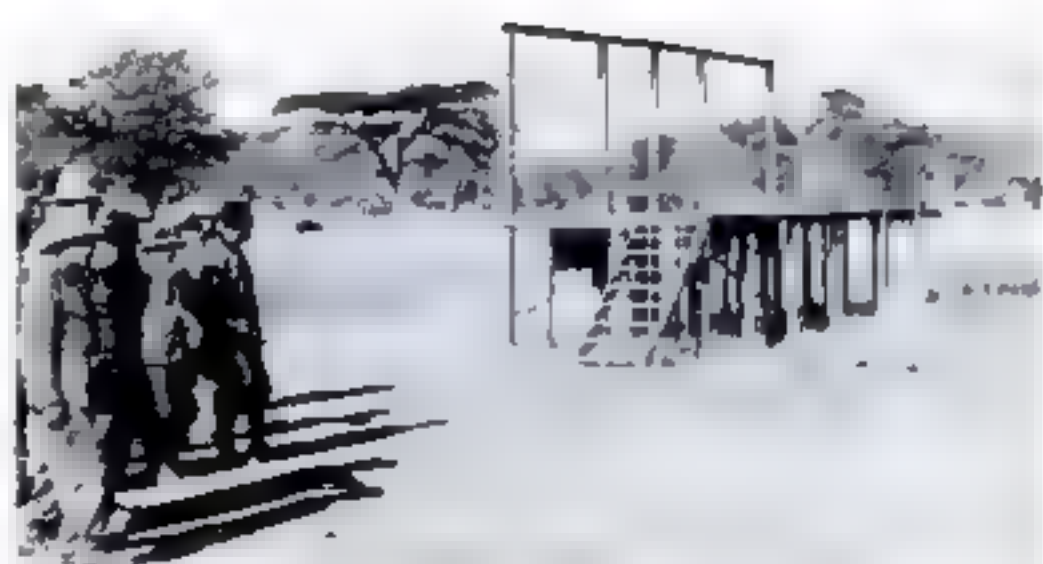
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The Italian Emperor's Viceroy & People

The imposing back (above) belongs to Ethiopia's Viceroy Marshal Graziani. The cheerful look on the Ethiopian faces is there because they are Moslems, long hostile to the Coptic Christian rule of

Emperor Haile Selassie. To the Moslems, Graziani is promising religious freedom, increased power. Meanwhile, Graziani has denoted the Coptic Christian Church from its old status as Ethiopia's State Church.



Gallows for four near Aduwa. Italy hangs outspoken patriots. For lynching Ethiopians, four Italians were hung too Sept. 24.



Only communication between military posts during the rains was by radio. This radio was mounted on village compound well.



A machine gun sweeps the bush as the train rolls along the only railroad in Ethiopia. The natives in the forest

still have some machine guns and rifles left from the war and some more are smuggled in from the south and west.



Last of the princes was Ras Desta Demtu, brave and canny son-in-law of Haile Selassie, caught by the Italians Feb. 24 with a few last followers and shot by a firing squad in Addis Ababa.



Gold 13-lb. helmet on a young Coptic Christian priest for the great autumn Maskal (Joy) Festival, which Graziani will probably graciously attend with an armed escort.



Master of Ceremonies. The Maskal Festival of rites and costumes perfected in the 19th Century is a decadent, hillbilly reminiscence of Ethiopia's Queen of Sheba.

The rains stop in Ethiopia (continued)



Italian officer holds a civil court in front of his tent at Mai Ceu on the road to Addis Ababa. Ethiopians in general are glad to have a boss to rule on their quarrels.

Roads, order and schools are the three points of Italy's colonization of Ethiopia, in that order. After that will come the Italian colonists' wives from Italy, the concessionaires, farmers, prostitutes and adventurers. But thus far Italy has not finished its first order of business—the roads. Before the rains set in last May, a road had been run from Massaua in Eritrea to Addis Ababa, but barely an eighth of it was asphalt. The rest was washed out by the rains. Other roads had been carved out of the jungle to the west to Gondar, Ghedde and Lekenpti, but a summer of riotous jungle-growing has covered them over. Beyond these are Italian military stations, reached only by plane, where the officers live in the neat stone missions built by the Swedes. Here the natives believe that all white men are as well-intentioned as the Swedish missionaries and British traders, so they welcome the Italians. This winter Italy's main job is to lay down asphalt roads that will endure next summer's rains.



Big city Ethiopians of Addis Ababa line up at the Bank of Italy with their Italian lire received in exchange for the silver Maria Theresa thaler that used to be Ethiopia's money.

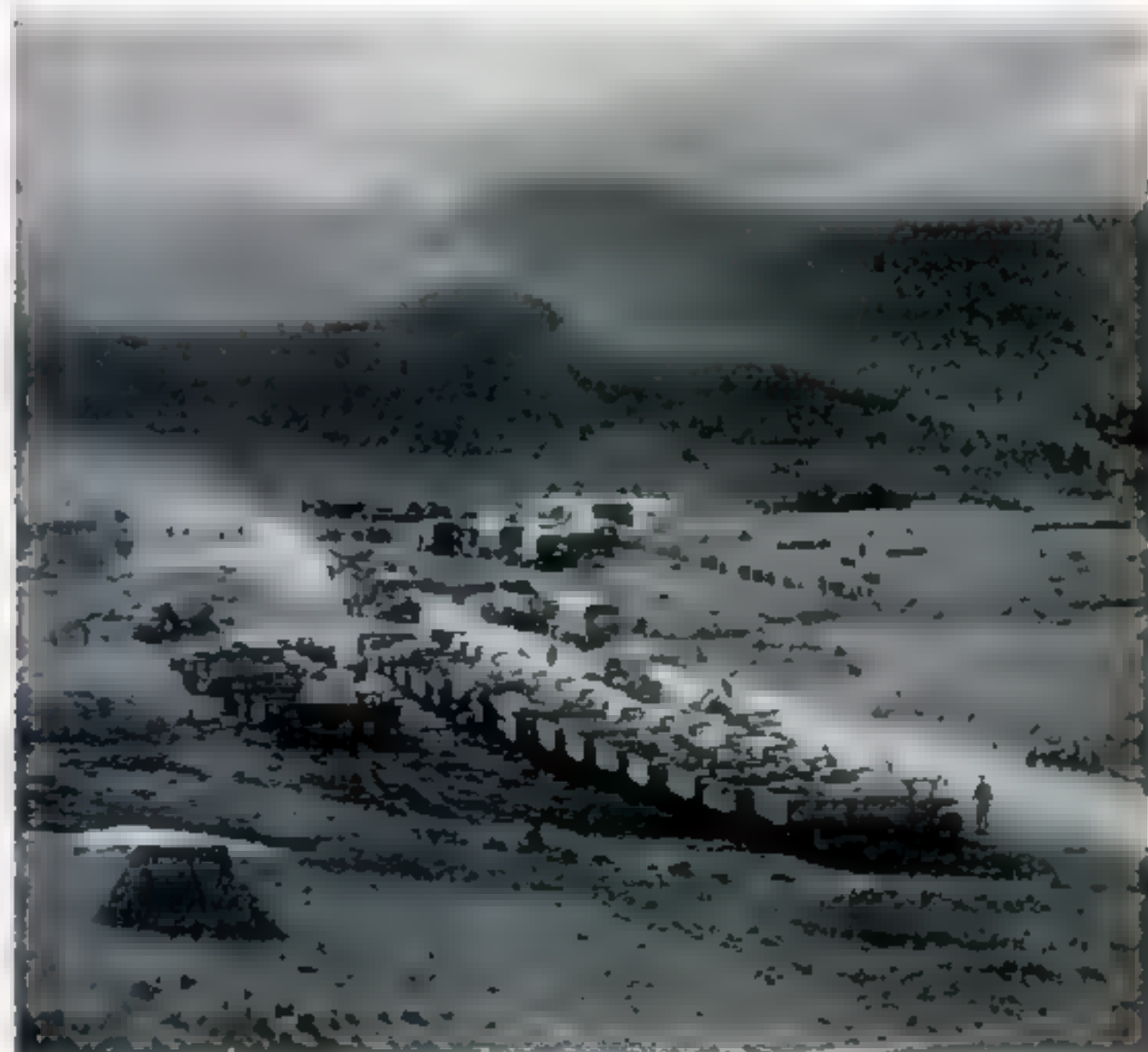


Italian propaganda is this photograph of little Ethiopians learning Roman culture under a picture of Mussolini. Actually few such schools are in operation but the Italians plan eventually to give a minimum, controlled education

to the conquered race. They fit into Mussolini's dream of Ethiopia somewhat as do Negroes in the southern U. S.



THIS FINE ROAD AND RAILWAY RUNS FROM THE ERITREAN COAST TO ASMARA, 60 MILES SHORT OF THE ETHIOPIAN BORDER



Road-building **cavalcades** of trucks have started again to extend good Roman roads into Ethiopia. Diggers are usually guarded by soldiers, return to a central base at night.

The rains eroded this dirt road but this pool of water is already so precious its muddy water is scooped out and distilled for drinking. Rain and drought are alternative evils.



WELFARE WORKER: Charlotte Carr

Ever since her graduation from Vassar in 1915, Miss Carr has labored in behalf of the underprivileged. Her first job was as superintendent of an Ohio orphan asylum at \$18 a week. For the last two years she has headed New York City's vast Emergency Relief Bureau. On Oct. 1, she took up new duties as head of Chicago's Hull House, succeeding the late great Jane Adams.



ACTRESS: Maude Adams

As an actress-director, Maude Adams had no peer when she retired 10 years ago. Since then she has appeared in public only twice, has spent chunks of her huge fortune experimenting with stage lighting and colored movies. Now 64, she turns to pedagogy as professor of dramatic art at Stephens' College, Columbia, Mo. Her salary for a little more than two months: \$10,000.



BUSINESS WOMAN: Hortense McQuarie Odum

On Oct. 9, Mrs. Odum marked her third anniversary as president of Bonwit Teller, Inc., one of Fifth Avenue's leading women's wear stores. An energetic and original executive she conceived the slogan "High Class but not High Hat," has almost trebled the store's earnings since taking office. Her ex-husband, Floyd Bostwick Odum, is head of a \$100,000,000 investment trust.



STAR: Danielle Darrieux

Already acclaimed in France as a movie actress, she was acclaimed in New York as a new type of beauty. The *Journal* analyzed her face: "Fresh, naive, innocent. . . . An indescribable, unspoiled loveliness. Her eyes are her best feature. . . . she lifts her eyebrows by a finely drawn pencil and provides a background for those magnificent orbs." She was bound for Hollywood.

PEOPLE

Seven press cameras and a private camera put these eight career women in the news

The world's most astonishing career woman is Mrs. Franklin D. Roosevelt. As social worker, public speaker, daily columnist, traveler and personal friend of thousands of people from Governors to taxi drivers, Mrs. Roosevelt has made of the First Ladyship an institution unique in the world. Her ceaseless activity has become, in four years, a national phenomenon, causing many an observer to wonder how she does it. The picture at the right, taken by a fellow airplane passenger, Mrs. Jane Bussell of New York, provides one clue. The frequent long trips by train and plane are Mrs. Roosevelt's opportunity for good sound sleep.



FIRST LADY: Anna Eleanor Roosevelt Roosevelt



GOLFER

Patty Jane Berg

Because of her youth (19), red hair, freckles, snub nose and tomboy ways, she was the gallery's favorite in the Women's National Golf Championship at Memphis. Patty became a golfing sensation by nearly winning the Women's Championship in 1935 but has not done as well since. At Memphis she reached the semifinals on Oct. 7, with a fair chance of winning



SINGER

Edith Rogers Dahl

She got word at Cannes, France, that her husband, Aviator Harold Dahl, had been sentenced to death for serving the Spanish Loyalists but reprieved by Insurgent Gen. Franco. Meanwhile U. S. movie companies, intrigued by the photograph of herself which won Franco's intercession (LIFE, Sept. 20), were bidding for her. Mrs. Dahl used to be a singer



POLITICIAN

Marion Martin

State Senator Martin of Maine is 37 years old, has just landed a \$500-a-month job as John D. M. Hamilton's assistant in charge of the women's division of the Republican Party. When her picture appeared in newspapers, a 76-year-old Republican sent her a proposal of marriage, predicting he would be next President, declaring she would make a good First Lady.

THE AMERICAN WOMAN THIS YEAR WILL BUY \$400,000,000 WORTH OF FURS



WHITE-FOX PELTS IN THE HUDSON'S BAY CO.'S WINNIPEG STORE; EACH YEAR THE COMPANY HANDLES ABOUT A THIRD OF THE WORLD'S SUPPLY

Foxes and veils new luxury interests

In August, the Paris openings indicated that women of fashion would: 1) adopt the long-haired fur coat, 2) hide their faces behind long, heavily-patterned veils. Now, in October, both fashions are confirmed in the U.S. market.

To supply the demand for veils merely means working overtime some factories which have been closed since 1925 (see p. 53).

The fur fad has speeded up the lives of thousands of trap-laying families in the northern snowlands. For the Eskimos of Greenland and Baffin Bay, the trappers of northern Canada and Alaska, it means more kerosene and food, more sewing machines and trinkets. The Hudson's Bay Co. and other dealers advance supplies to the trapper. He pays his debt with fox pelts. Three years ago, when the Newfoundland Government gave the Duchess of Kent a collection of white foxes for a wedding cape, trappers got \$10 a pelt. Today fashionable women are catching up with royalty, and the trappers get \$20.

Last June, Dun and Bradstreet estimated American women would spend \$400,000,000 on furs this year. But with the stock-market slump, the fur trade now expects only to equal last year's \$400,000,000.



SORTING HUDSON'S BAY'S RED FOX. THESE COST \$24 RAW; WHITE FOX COST \$30

Colored Furs Come High



Chinchilla wrap (\$20,000)

Thirty rat-faced, snake-killing, furtive little animals were smuggled out of Chile to make the chinchilla wrap (*above*) valued at \$20,000 by Jaekel. In 1900, chinchilla skins cost \$7 a dozen. Today a good skin, from the high Andes, averages \$350, can be exported only by special permission of the Chilean government. Bad-wearing, unflattering, chinchilla is coveted less for its beauty than for its rarity. Emeralds and diamonds from Trabert & Hoeffler Mauboussin, cost \$37,000.



A cape of sable (\$40,000)

When Bergdorf-Goodman sell this sable cape, they will probably never be able to duplicate it. It is made of 65 Russian crown sable skins, selected from thousands because of their lustre, their almost blue-black color and dense fur fibre. Since 1935 Russia has prohibited sable trapping. Price of choice pelts has soared as high as \$500 a skin. The model (*above*) is wearing an ensemble of cabochon rubies and diamonds, from Trabert & Hoeffler Mauboussin. Cost, \$65,000.



A blue fox coat for \$2,350

Thousands of dollars were spent last year, and the year before, by the fur industry to convince prospective fur-coat customers that black was the thing in fur coats. It did so thorough a job that city streets were dark with women in black Persian lamb, caracul, Hudson seal. This year, the fur dealers have changed their tune and are crowing about colored furs. "Colored," however, does not mean green, purple, pink, violet. In the fur trade the word means all furs that are not black—that is, the browns, grays, striped and spotted furs.

On this page are three examples of some of the newest colored fur coats. The short-sleeved, bushy coat (*above*) from Jaekel is made of twelve open fox skins and twelve cloth panels, with cloth around the waist for slimmness. These foxes, from Greenland, look brown but the trade prefers to call them blue. The short jacket (*upper right*) is of red fox dyed redder, comes from R. H. Macy & Co.

Modern designers seem little concerned with the fact that the primary function of a fur coat is to keep the wearer warm. Note the arm-exposing sleeves on blue-fox coat, three-quarter sleeve on grey Persian lamb and unprotected hips under chunky jacket. The pale-blue glove-and-hat ensemble (*above*) is of baby-hunting plush, was made by Lilly Daché, costs \$63. Of the five coats on these two pages, only one, the grey Persian lamb (from Gunther), is of a fur rated as giving good serviceability. Fox and sable are rated "fair to low" and chinchilla is rated "low." Notable among furs giving highest serviceability are bear, badger, kolinsky, Persian lamb, mink, muskrat, otter, racoon, seal, skunk.



A red fox jacket for \$154



Grey Persian lamb for \$975



THIS IS HOW MANHATTAN LOOKS THROUGH THE VEIL JANET MACLEOD WEARS IN THE PICTURE ON THIS WEEK'S FRONT COVER

A FASHION FOR ODD-LOOKING VEILS MAKES THE WORLD LOOK DIFFERENT



This is how Jerry Norris, young man about Manhattan, looked to a girl wearing a veil with question-mark designs.



This confusion resulted when a girl, in a veil splashed with edelweiss, greeted a friend draped in Spanish lace.

This year, while the women of the Near East are still rejoicing in the fairly recently acquired freedom of showing their faces, more women of the West than ever before will cover their features with veils. Nobody knows why, but manufacturers in the U. S. are running their factories overtime to supply a demand for veils 19 times greater than last year's. Sales this September, by New York jobbers, exceeded \$500,000. Perhaps it's all part of the general revival of 1900 fashions. Then all well-dressed women wore veils, but only in the daytime. Night veils were a reputed symbol of "ladies of the evening." For over a decade the veil vogue flourished, reached its peak about 1912, then began to wane. The first bobbed heads of the post-War era wore unadorned, small hats. The result was that by 1925, most veil manufacturers were out of business. The present veil craze dates back to 1931 when goofy-hat devotees appeared in discreet nose-length veils. Next year the veils began to ripple, then grew longer, now they're down to the waist and two yards wide.

Good high style now is the black-eye veil worn by the young lady on the front cover. She is Janet MacLeod of Pasadena. There she was vice president of the swank and social Spinsters Club. Now she covers the shops of New York for *Harper's Bazaar*.

CONTINUED ON NEXT PAGE



Mrs. George H. Fitch, New York socialite, leads fashion trends. Her pet fancies this season are veils and gold jewelry



Mary Pickford, outside New York's smart Colony Restaurant, wore this veil, short in front, down to waist in back



Ruth Elisse Plummer of Havana and New York sees music wherever she goes in this bold shoulder-length black veil.



In September, 1937, **Kitty Carlisle**, radio singer, wore this black hat with dotted face veil at the Belmont Track.



In the early 1900's, **Lady Astor** also wore a broad black hat with dotted face veil which was the fashion then.

Through \$25 veils, two Lilly Daché models look at each other on a Park Avenue corner in New York. Note the length, and bold pattern of the veils, the forward slant of the high-crowned hats. Historians can record this scene as high style in U. S. women's headgear in October, 1937.



On the page opposite are photos of Kitty Carlisle and Lady Astor both wearing veils. Their hats are similar, their veils are similar. So far, they seem to have similar fashion tastes. But Lady Astor's

picture was taken about 1910 when ladies wore veils only in the daytime. Kitty Carlisle's picture was taken in 1937, when ladies wear veils both day and night. Charming as veils are now, stylists pre-

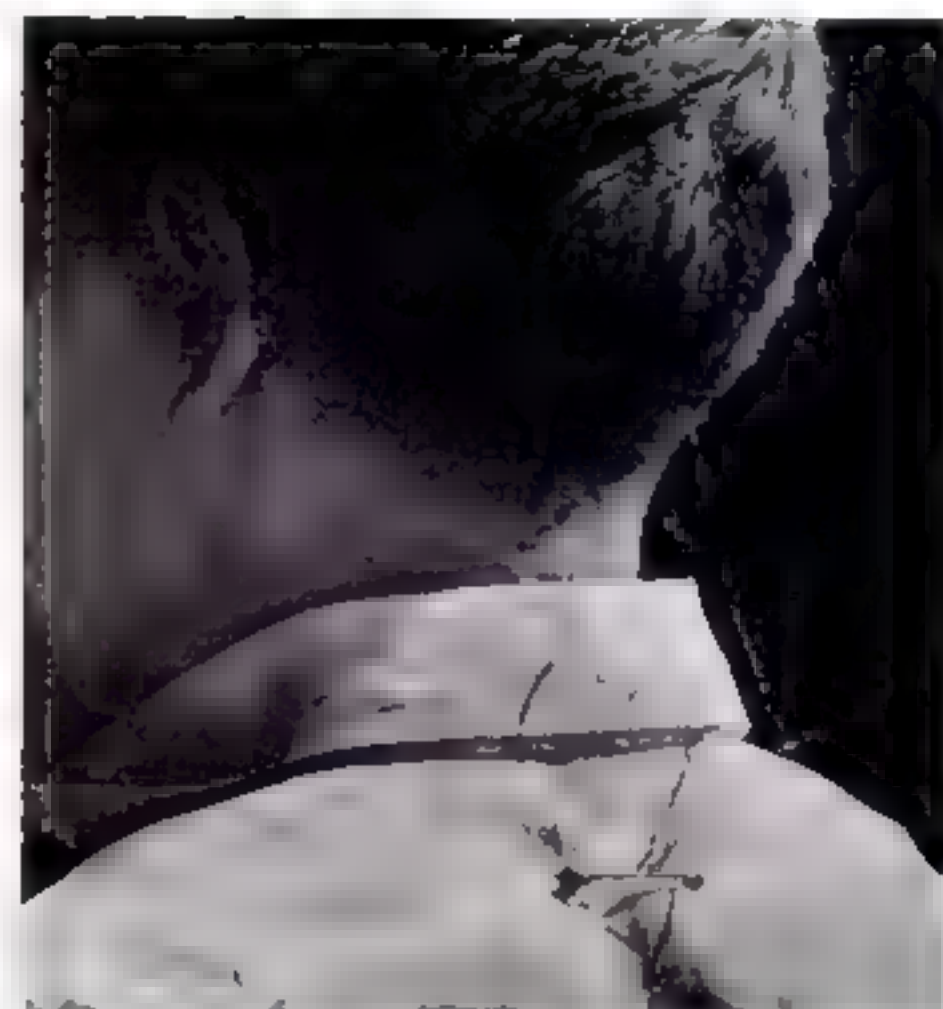
dict that by the end of next year no fashion leader "would be caught dead" in one. The \$45 black-lace veil over gold sequin coxcomb worn by the model above, is a Lilly Daché favorite for gala first nights.

BRAIN WAVES OF MENTAL CASES LIKE THOSE OF SLEEPERS

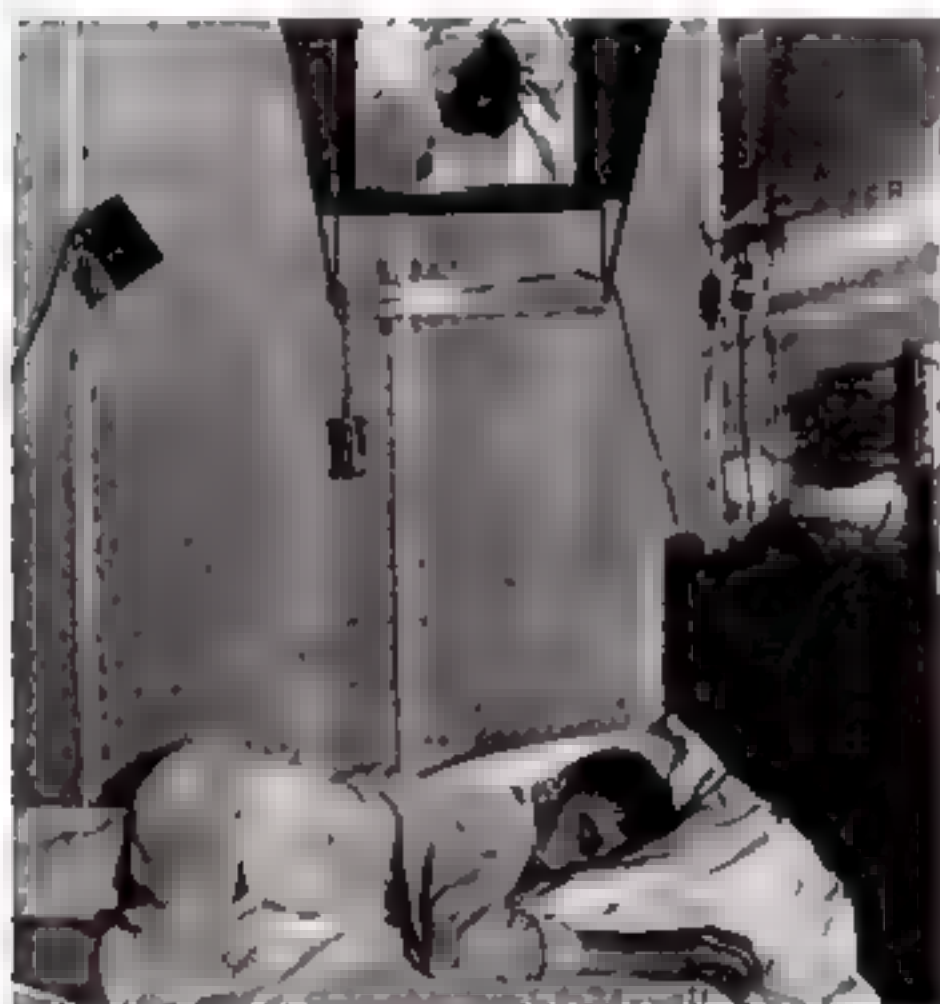
Every second, millions of electric impulses leap from one cell of your brain to another. Their antics make your mind and your mood what they are. Possible key to mental processes is an apparatus recently devised to record these minute currents. Similar to a radio, the machine actually picks up the discharges through electrodes attached to the scalps of subjects, amplifies them, transposes them on paper in the form of sinuous lines called brain waves. Leaders in this field of investigation are Dr. Alfred L. Loomis, at the Loomis Laboratory, Tuxedo, N. Y., and Dr. Hallowell Davis of Harvard, whose work is shown here. When a subject goes to sleep (*see opposite page*), they find his brain waves do not cease as might be expected, but take on irregular motions similar to those of mentally deranged persons. Other results: concentration of mind causes small waves; outside influences such as lights and sounds bring about changes in curves, identical twins have identical principal wave patterns; women have higher brain wave frequency than men.



Applying an electrode to the head of Allen Davis, 13, son of Dr. Davis. The electrode consists of a spiral of silver wire, attached with collodion, which is connected to amplifier.



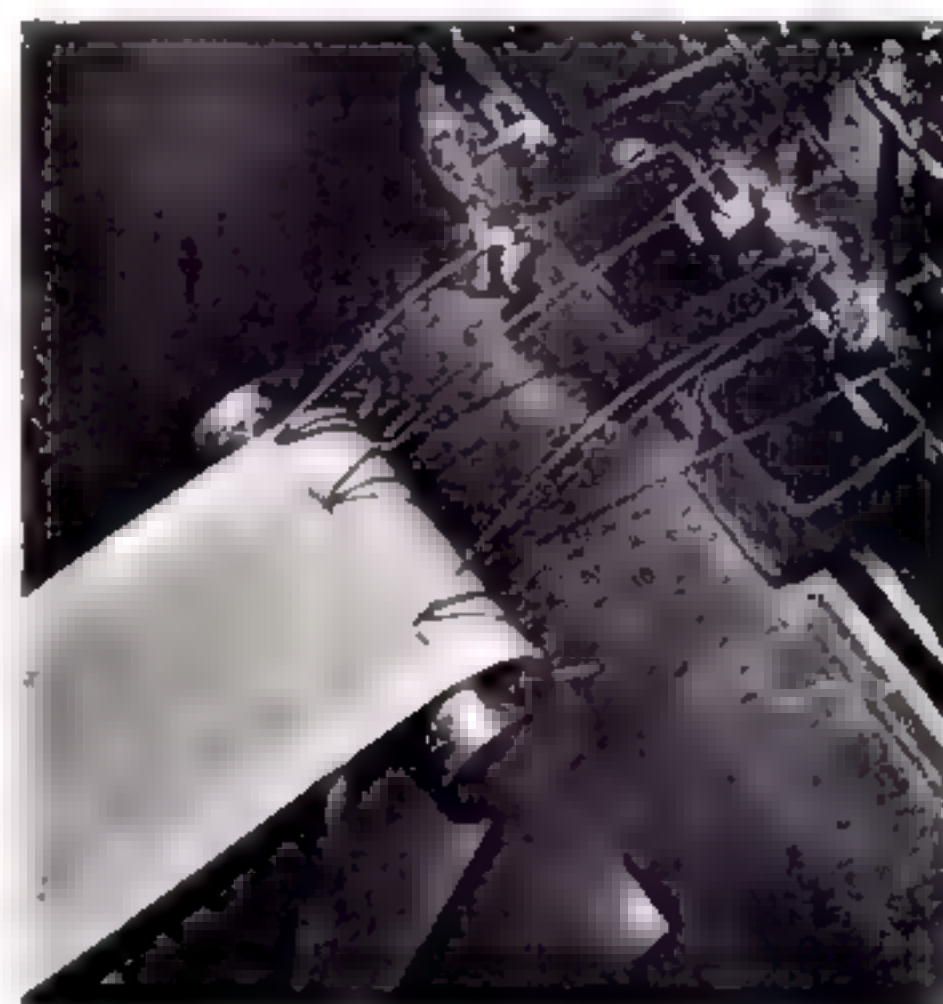
Other wires are attached behind the ears and at the back of the head. Electric pulsations from different parts of the head often produce characteristic types of brain waves.



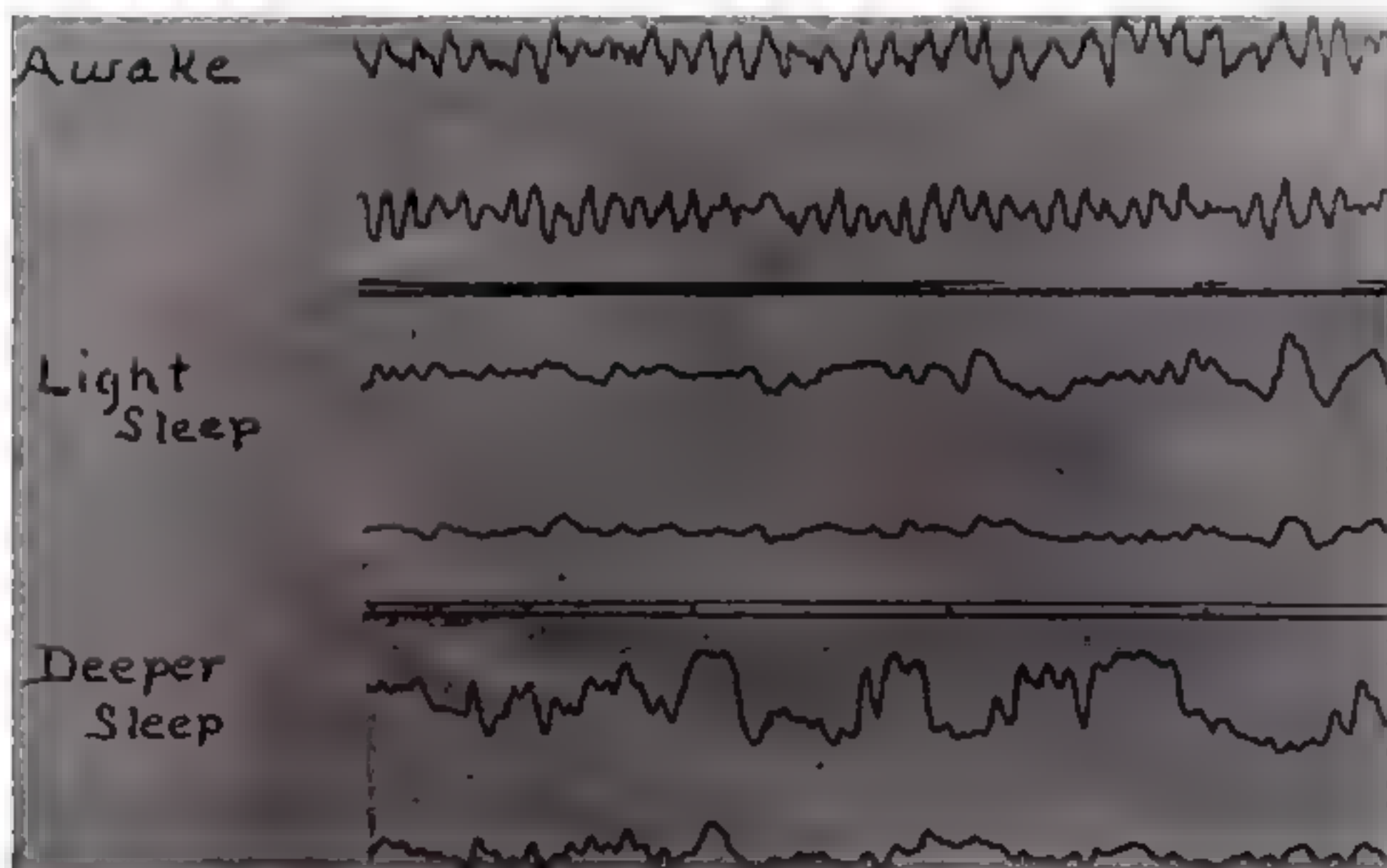
Electric tickler on the sleeping subject's hand stimulates him whenever signal in control room is pressed, thus creating new waves. Operator can observe boy's face in tipped mirror.



Tape record on which brain waves are recorded is here being observed by Dr. Davis in the control room. The caliper in his right hand measures the wave frequency.

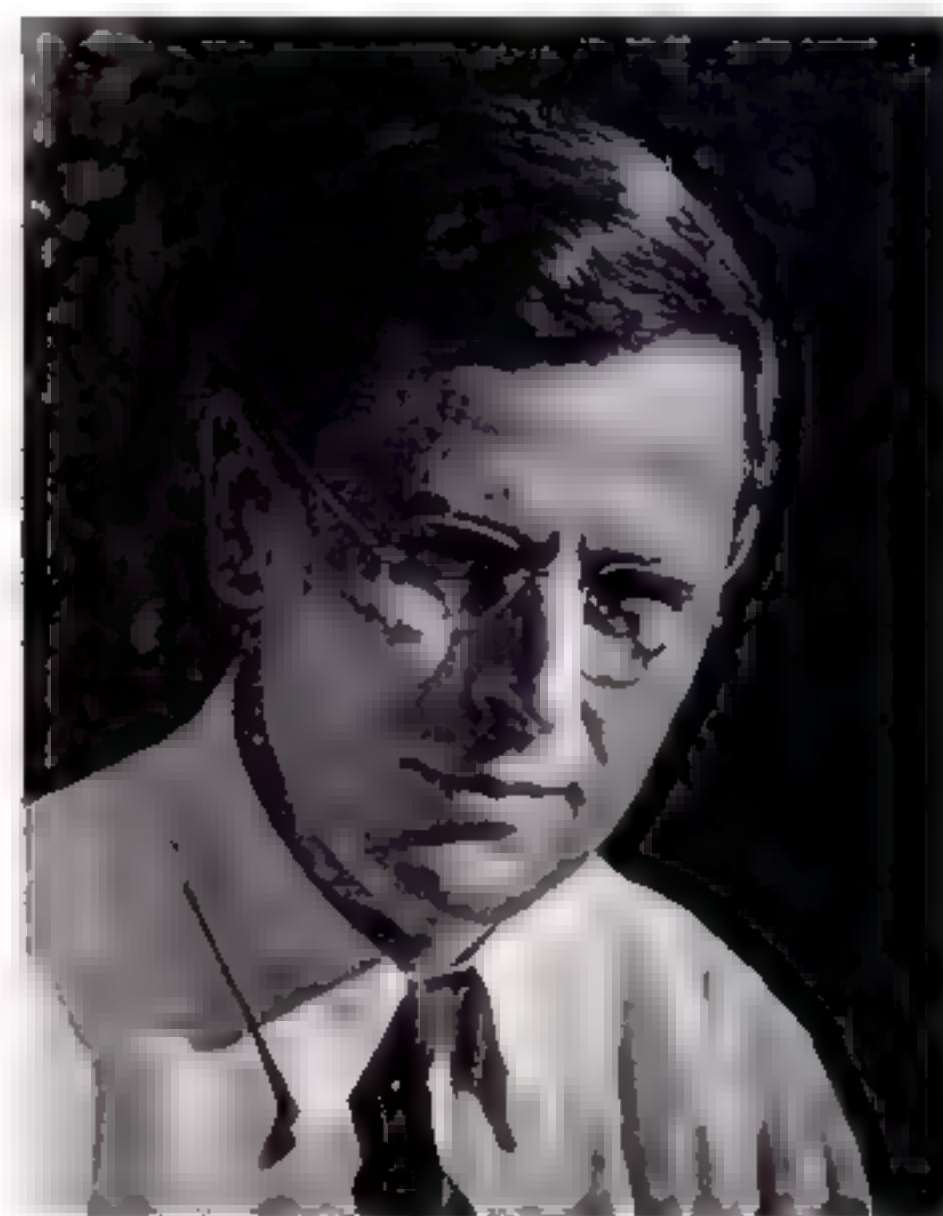


Two hairlike pens trace record of brain waves. Third pen making straight line at top of tape shows exact time when a signal is given, records subject's speed of reaction.



Three wave pairs (from top and back of head) show what happens to brain when subject falls asleep. At top the regular rhythm, called "alpha waves," which is generally

present while the subject is awake. The middle pair, during light sleep, shows alpha waves have disappeared. During heavy sleep, waves lose all regularity, become large and loose.



Dr. Hallowell Davis is the pioneer investigator of human brain waves in the U. S. He worked at the Loomis Laboratory this summer with his wife who is also his collaborator.



Allen Davis sleeps in the experiment cubicle while his brain waves are recorded in another room, 60 ft. away. Since Dr. Davis started his experiments in

1935, Allen has been a frequent subject. Not at all apprehensive, he enjoys the experience, is quite willing to lend his brain to his father at all times. He

can talk to his father through the microphone hanging above the bed. The cubicle is screened with copper wiring to eliminate any stray electric currents.

CONTINUED ON NEXT PAGE



Kostia, Butler to
PRINCE ALEXIS OBOLENSKY
 OF NEW YORK

*says: "To be Correct...
 After Coffee... a
 BÉNÉDICTINE"*

"After coffee... a Bénédictine"
 ... for 400 years that after-
 dinner custom has been pleas-
 antly correct. Today, along the
 world's smart boulevards,
 there's full agreement that
 Bénédictine is the perfect end-
 ing to a perfect dinner.

Created by a Bénédictine
 monk in 1510, Bénédictine is
 still made in Fécamp, France.
 Its secret formula has never

been successfully imitated—
 there is only *one* Bénédictine.

"After coffee... a Bénédic-
 tine." When you're dining out,
 say it. When you're dining in,
 serve it—"After coffee... a
 Bénédictine."

Pour into a liqueur glass...
 sip slowly.

Also try a "B and B"—
 one-half Bénédictine, one-
 half Cognac Brandy.

55° PROOF

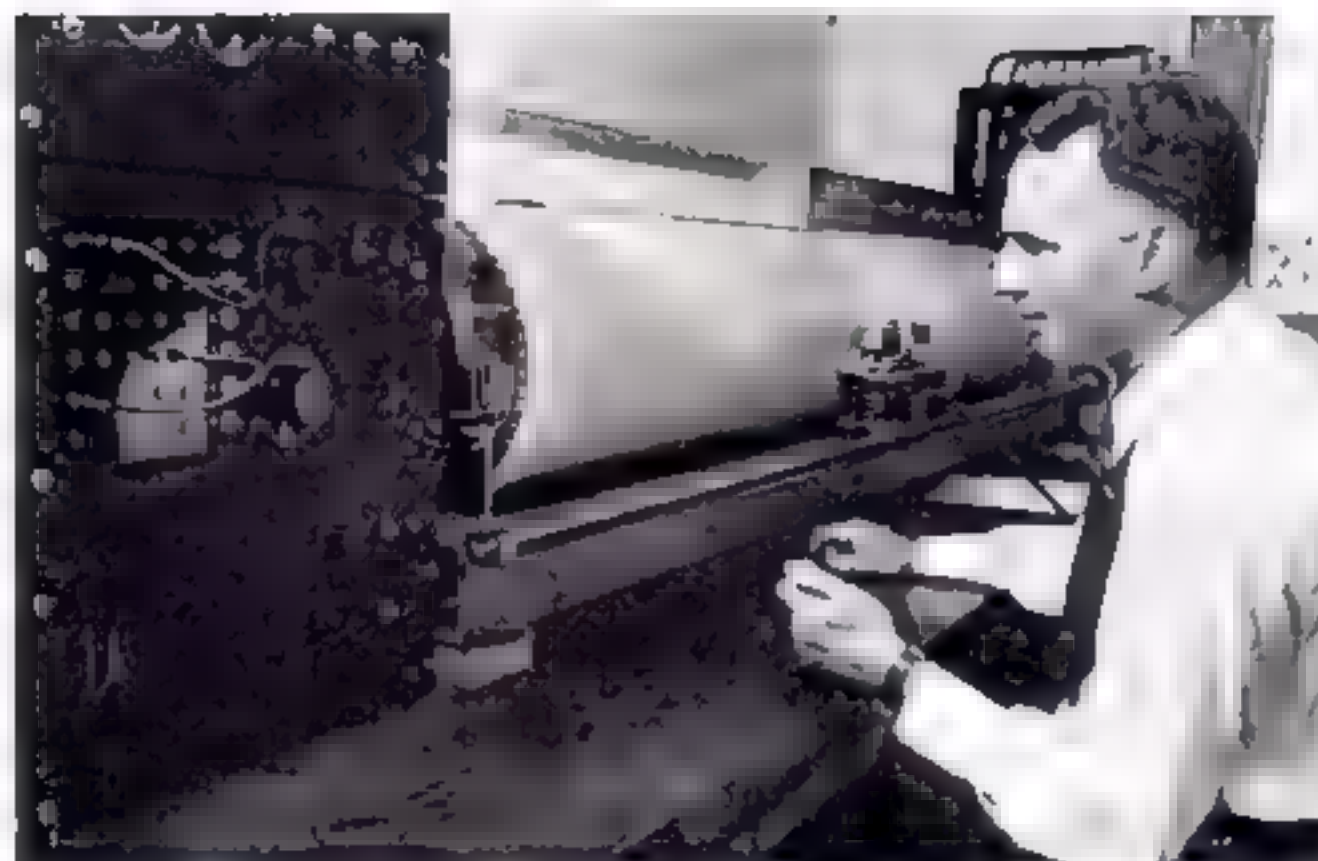


D.O.M



Julius Wile Home
 & Co. Inc.
 New York
 Sole U. S. Agents

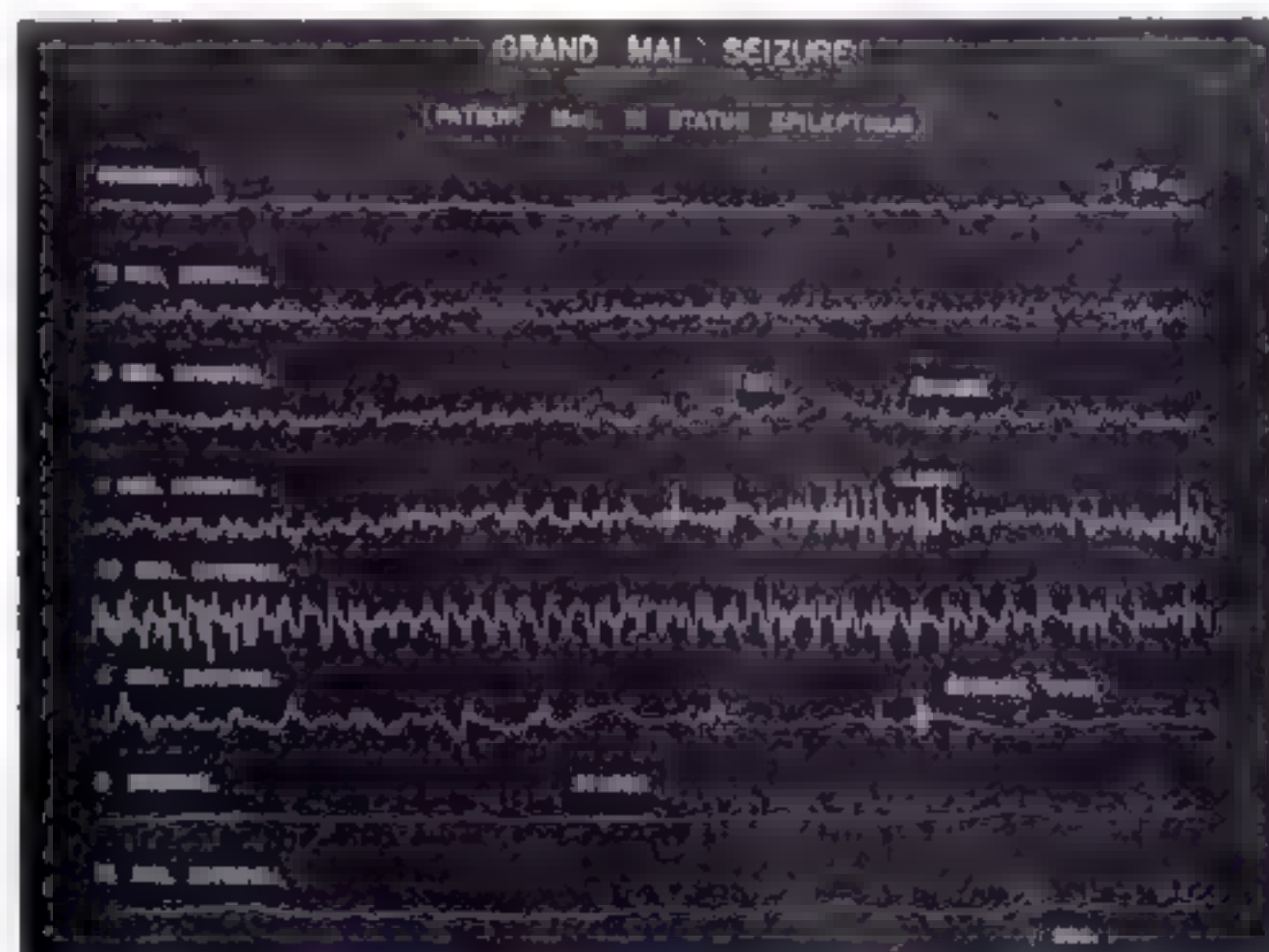
Brain Waves (continued)



Great steel drum, 8 ft. long, which records waves continuously for eight hours is used by Dr. Loomis. Knobs on panel at left of drum send signals to subject.



Chemical changes in the body tend to cause brain waves characteristic of epileptic fits, according to Drs. W. G. Lennox (left), F. A. Gibbs and wife of Boston.



Grand mal fits in epileptic patients produce these erratic oscillations. Twelve seconds before the typical cry (middle of third row) made by a patient in epileptic condition, the brain waves have become more active. During convulsions (fourth and fifth rows), they increase in amplitude, then during subsequent deep stupor they become imperceptible, leaving an almost straight line on the tape (seventh row).

Line drawings? Great guns! I said PHOTO-GRAPHS for this job!

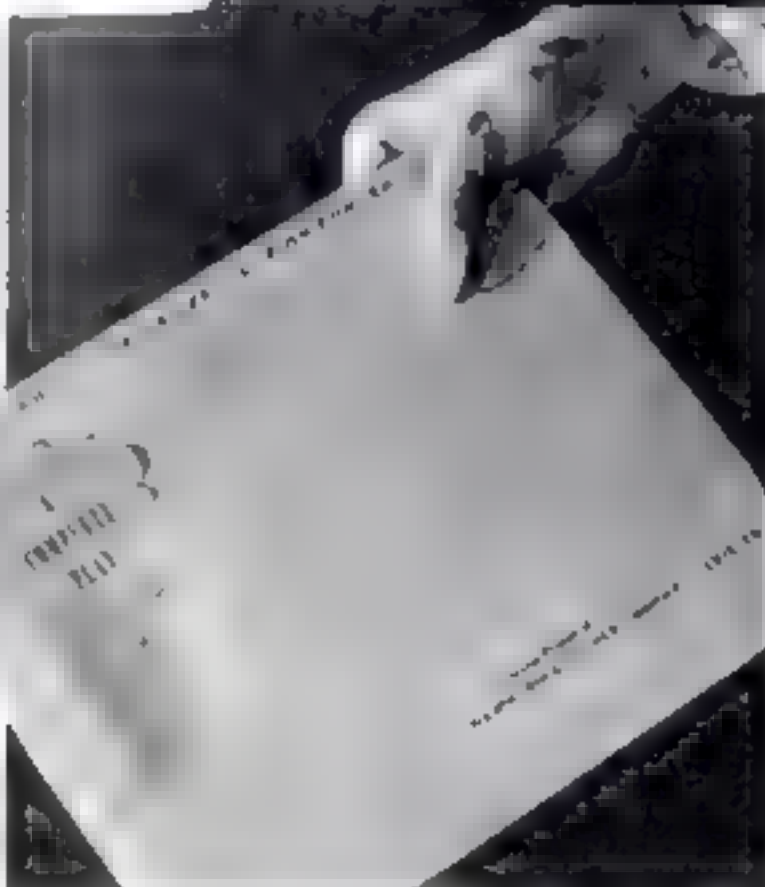
Where the dickens are those cost figures? You've had all day to find them!

Say! What kind of a dummy is this? It's nothing like the rough we made!

X!#!**#!! Biggest order in months and not an acknowledgment form in the place!

"BUYING PRINTING IS DRIVING ME CRAZY!"

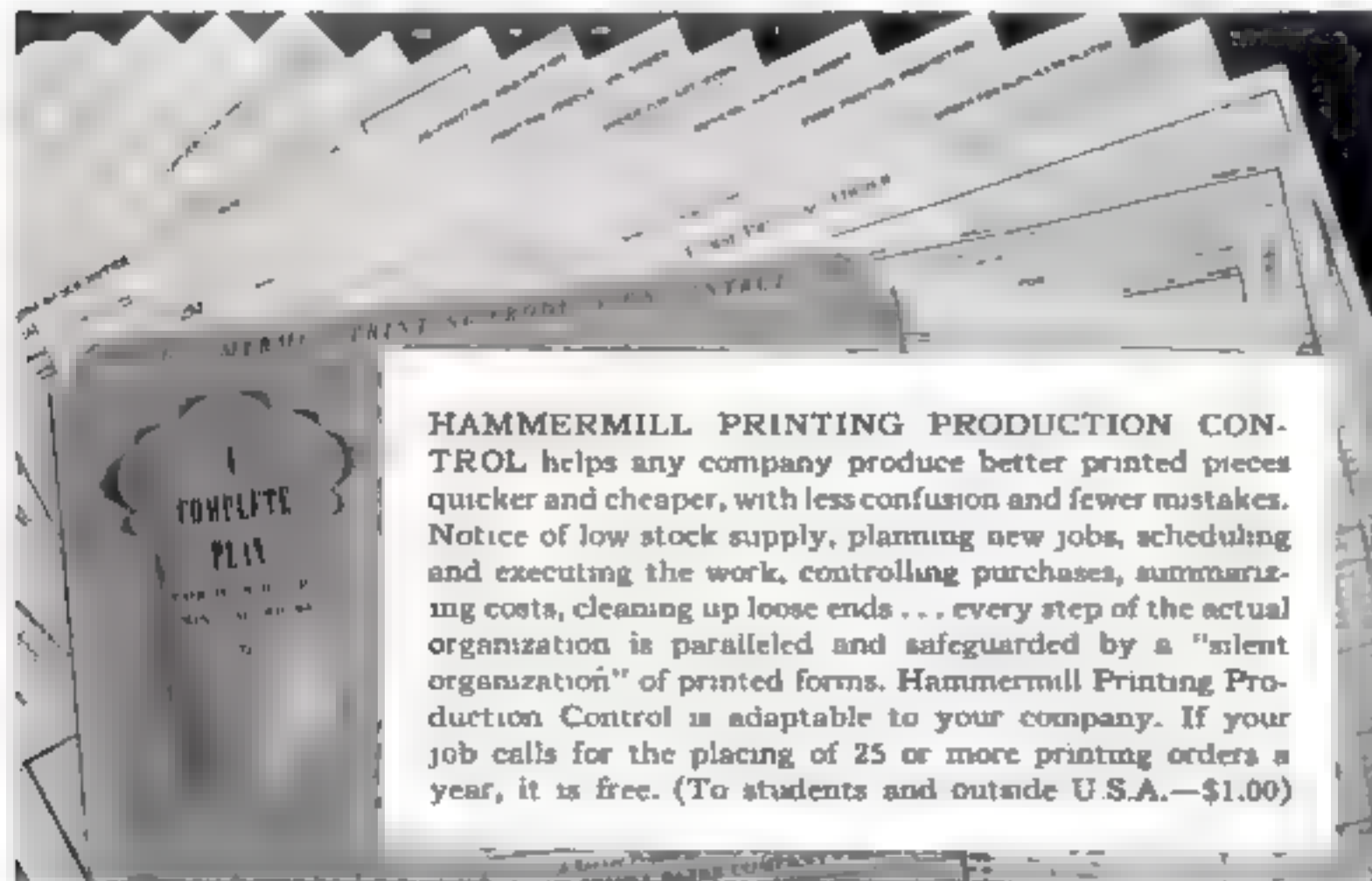
[... Okay, mister, but it won't if you will let Hammermill help you]



"MR. CARTER, for weeks you've been raising the roof about your printing jobs going haywire. Well, here's something that will make your job of buying printing easier. A printing job is a detail job. And details need control. Let's take a minute to look at ...

"HAMMERMILL Printing Production Control. It's a simple system that keeps track of every step of printing jobs almost automatically. It's ideal for your set-up."

"WHAT A DIFFERENCE! Since we installed Hammermill Printing Production Control, orders run like clockwork. No mistakes. No alibis. This system fixes responsibility, gets things done right."



HAMMERMILL PRINTING PRODUCTION CONTROL helps any company produce better printed pieces quicker and cheaper, with less confusion and fewer mistakes. Notice of low stock supply, planning new jobs, scheduling and executing the work, controlling purchases, summarizing costs, cleaning up loose ends ... every step of the actual organization is paralleled and safeguarded by a "silent organization" of printed forms. Hammermill Printing Production Control is adaptable to your company. If your job calls for the placing of 25 or more printing orders a year, it is free. (To students and outside U.S.A.—\$1.00)

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L-16-14

My work calls for placing 25 or more printing orders a year. Please send me the complete Hammermill Printing Production Control plan. (If you do not place more than 25 printing orders a year—\$1.00)

Name _____

Position _____

(Be sure to attach this to your business letterhead)

PROLIFIC INVENTOR KETTERING MAKES PROGRESS, WON'T PREDICT IT



Charles Franklin Kettering, at 61, feels that he now has the equipment and necessary basic facts to do something.

From 1894 to the World War, Charles Franklin ("Ket") Kettering was a lanky, awkward, oddly dressed man, considered by industrialists as a crackpot inventor who could never keep his fingers out of trouble. From 1918 to the present day he has become the idol of young engineers, the pride of General Motors who made him vice president in charge of research (salary: \$353,755) and the man most responsible for making the automobile a necessary luxury. He is also the man who puts the fear of God into the minds of businessmen because his inventions and mania for progress make plants and machinery obsolete as soon as they are erected. Here you see the amazing history of this monkeywrench scientist up to Wartime. In next week's issue, LIFE will show you how Ket lives today and what he is thinking about.

"Boss" Kettering who has 150 patents to his name, invented the electric cash register, the self-starter, Delco ignition and was the genius of Ethyl gasoline (antiknock) and Duco paint. It was not a desire for money or power that made him an inventor, but a tenacious curiosity which, since the day he entered the broken-down schoolhouse (below, right) has never ceased to use the word "why." The unexpected, world-wide effect of his inventions on the average man's everyday life makes Kettering contend that "change cannot be prevented, planned or predicted."



1 When he was sixteen months old, he already looked like himself, had curly hair, blue eyes and dumpy legs.



2 In this spot of the rolling farmland 50 miles north of Columbus, Ohio, Ket was born on August 29, 1876. The farm was dismantled and replaced by the buildings seen here.



3 He remembers he was "the dumbest kid in the whole school" when he started arithmetic at this tumble-down shack which was the school nearest to his father's house.



4 At 19 he became a schoolteacher, walked his pupils ten miles to see an early X-ray machine. Local preacher tried to fire him for showing them this devilish contraption.



5 In this dilapidated one-room Bunker Hill school he hammered his little knowledge into some thirty boys and girls. Studying long into the night made him half-blind.



'1,000 IN PRIZES EVERY WEEK !! ANYONE CAN WIN GILLETTE'S EXCITING FOOTBALL CONTEST!

**\$500 FIRST PRIZE—7 OTHER BIG WEEKLY CASH AWARDS
ENTER NOW! GET YOUR SHARE!**

HAVE FUN! Win money! Enter Gillette's big Football Contest and share in the \$1000 cash that is being given away every week! Eight big weekly prizes—money that any member of your family can win. You don't have to be an expert—many contestants have never even seen a football game!

Simple Rules, Easy To Follow

Just fill out an entry blank and follow the simple rules. You immediately become eligible for one of the weekly cash awards. First prize is \$500; second prize \$250; third prize \$100; fourth prize \$50. And there are four more prizes of \$25 cash every week! Send in as many entries as you wish. Ask your nearest Gillette dealer for entry blanks! But remember, send in blanks marked "Games of October 23rd." first.

Mail That Prize-Winning Entry—Today! Get going—now! Encourage the whole family to enter. You'll say it's the easiest

way you ever made \$500, when your prize-winning check comes in!

Ask your Gillette dealer, or watch the sports pages of leading newspapers, for extra entry blanks.



**IN SHAVING
THERE'S ONLY
ONE BEST TEAM!**

For the cleanest, most comfortable shaves money can buy—use Gillette Blades in your Gillette Razor. This combination is precision-matched—gives better results always. And remember, Gillette Blades cost less than one cent a day to use!

Gillette
SHAVING
BLADES

READ THESE SIMPLE RULES

1. Check the 7 teams you predict will win the games listed in blanks at right. Each entry must be postmarked before midnight on the Friday preceding the games scheduled for day following.
2. Accompany each blank with a letter of not more than 50 words giving your reasons for picking any one team over its opponent.
3. Print your name and address and name and address of your Gillette dealer where indicated on blank.
4. Attach to each entry blank an empty Gillette or Probak Blade package (not individual blade wrapper), or a reasonable facsimile.
5. For best letters these awards will be made every week: 1st, \$500; 2nd, \$250; 3rd, \$100; 4th, \$50; and four of \$25 each. Full and fair consideration by independent judges will be given every letter complying with the rules.
6. Judges' decisions are final and all letters entered become the property of the Gillette Safety Razor Company. In case of ties duplicate prizes will be awarded. Anyone may compete except employees of the Gillette Safety Razor Company, their advertising agency and their families.
7. Act now! Fill out the first blank, attach your letter and empty blade package, and mail to Gillette Safety Razor Company, P. O. Box 5, Boston, Mass. Use remaining blank for date indicated thereon.

MAIL THIS ENTRY

Games of October 23

Check Teams You Think Will Win.
Mar. before midnight Friday, October 22nd
to Gillette, P. O. Box 5, Boston, Mass.

California.....	So. California.....
Harvard.....	Dartmouth.....
Fordham.....	Texas Christian.....
Louisiana State.....	Vanderbilt.....
Ohio State.....	Northwestern.....
Navy.....	Notre Dame.....
Pittsburgh.....	Wisconsin.....

NAME.....

STREET.....

CITY.....

MY GILLETTE DEALER

NAME.....

STREET.....

CITY.....

STATE.....

Accompany this entry with an empty Gillette or Probak Blade package or facsimile. (L.M.)

MAIL THIS ENTRY

Games of October 30

Check Teams You Think Will Win.
Mar. before midnight Friday, October 29th
to Gillette, P. O. Box 5, Boston, Mass.

Pittsburgh.....	Carnegie Tech.....
Yale.....	Dartmouth.....
Princeton.....	Harvard.....
Minnesota.....	Noire Dame.....
Northwestern.....	Wisconsin.....
Georgia.....	Tennessee.....
So. California.....	Wash. State.....

NAME.....

STREET.....

CITY.....

MY GILLETTE DEALER

NAME.....

STREET.....

CITY.....

STATE.....

Accompany this entry with an empty Gillette or Probak Blade package or facsimile. (L.M.)

FOR EXTRA CONTEST BLANKS SEE GILLETTE DEALERS, OR LEADING NEWSPAPER SPORTS PAGES SUNDAYS AND WEDNESDAYS

A TENSE MOMENT

Opening of a new night club revue. Their first shot at the "big time." Will the audience like their act? Will they put it over?

H. Y. Times Studio



Wheatena would think its act a flop if it didn't present both flavor and food value. You can't expect applause for a cereal that doesn't taste good; you won't encore a cereal that doesn't nourish. It takes a hot brown wheat cereal to do both those things. And that's

Wheatena! Wheatena is rich brown wheat, roasted and toasted. From rich brown wheat, the elements that give you zip and go; from that same wheat, roasted and toasted, the delicious flavor that gives snap and tang to breakfast. Try Wheatena once—and it will play many return dates on your breakfast table.

Wheatena

The hot brown wheat cereal

FREE SAMPLE... Do we claim too much, in your opinion? Then why not challenge us for proof? A free sample of Wheatena is ready to wing its way to your breakfast table. Tell us we may send it. Fill in and mail this coupon, and your free sample will be sent promptly.

The Wheatena Corporation
Dept. L-3, Rahway, New Jersey

You may send me a free sample of Wheatena.

Name _____ Address _____

© The Wheatena Corporation, Rahway, N. J.



Charles Franklin Kettering (continued)



6 At 28, Ket earned \$50 a month, would have been satisfied with less.

Kettering entered Ohio University in 1898. A year later he had to give up his work because of partial blindness and take a job rigging up telephone poles. He finally completed college in 1904, threw his diploma in the wastepaper basket, decided he was going to start learning. This was done in no uncertain fashion in the National Cash Register Co., Dayton, Ohio, where he started off as electrical inventor. President of N.C.R. was John H. Patterson, capricious, high-pressure boss of a community of 5,000, known for his motto "We progress through change." He decided that Kettering should make bartenders honest by inventing a foolproof electric cash register. Kettering made the machine in six months.



7 He became head of Inventions Department No. 3, earned \$340 a month. Fortunately for this biography, Patterson always had pictures taken of his boys.



8 Inventors of N.C.R. met for dinners like this to receive pep talks from executives. In 1908 Kettering (to right of waiter) quit N.C.R. to work independently.

3 OUTSTANDING WATCH VALUES

by

Ingersoll



\$395 JEWEL Wrist WATCH
in beautiful curved case

Ingersoll, and only Ingersoll, gives you a wrist watch with jewels...with a case beautifully curved to fit the wrist...at \$3 95. All of the experience Ingersoll has gained in making more than 150 million watches is behind this great new timekeeper.
Ask for Ingersoll "Rist-Arch"

"I'm an Ingersoll wife...on time!"



\$125 POCKET WATCH

A beauty! A watch designed to give long, reliable service. Two-tone etched silver dial. Modern hands. Non-breakable crystal. Ask for the Ingersoll "Ensign".

Sturdy!



\$150 POCKET WATCH
Thinner...Smaller

Ingersoll "Yankee" is the watch you want when you want a smaller, thinner watch—but don't want to pay a big price. Airplane-type dial and bold hands. Finished in chrome.

Dependable!

(continued)

KET GOSSIPS WITH DRUGGIST, INVENTS THE SELF-STARTER



9 John Robinson (left), George Gruenwald and Ket (right) gossip about electricity in Robinson's drugstore. They also worked on cameras, took some of these pictures.



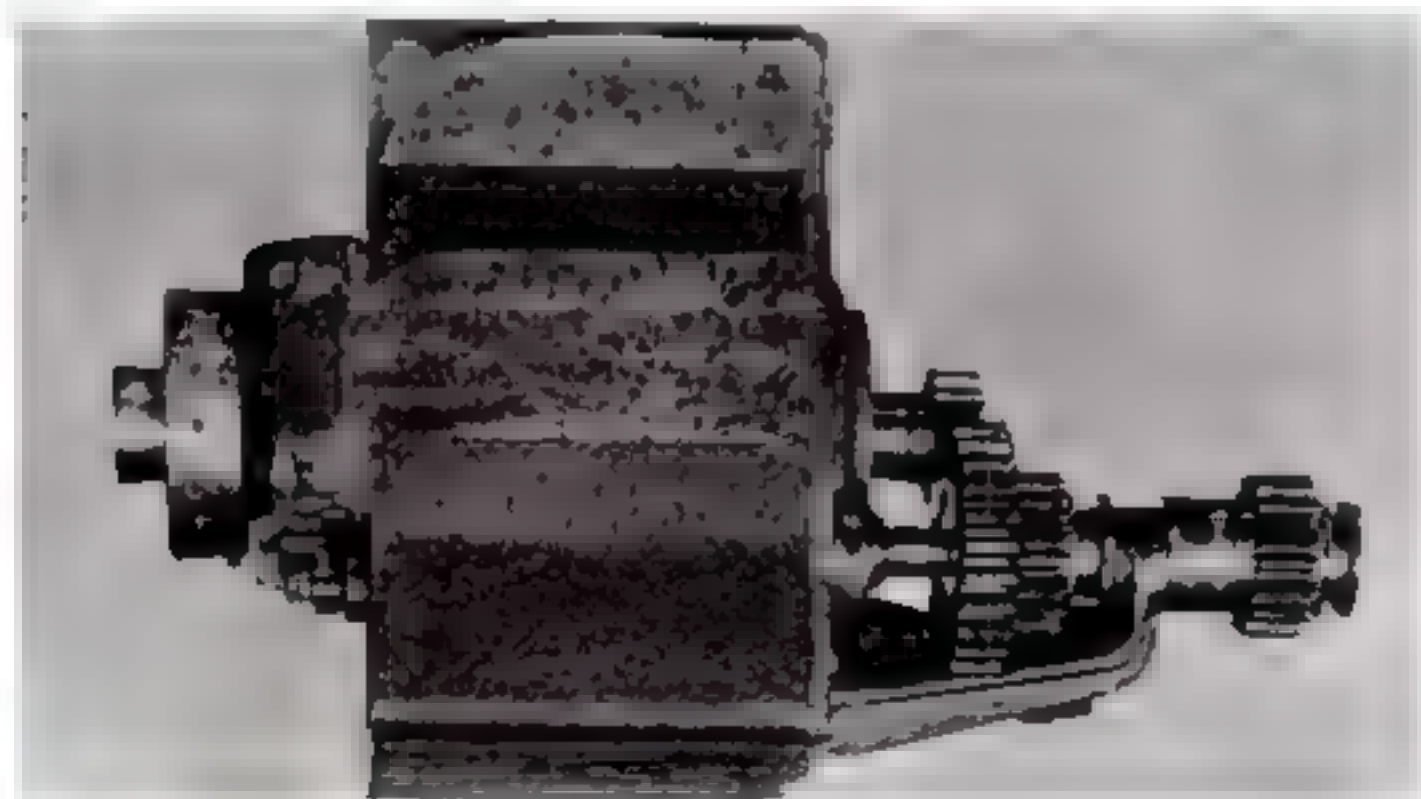
10 Delco ignition and the self-starter were born in the hayloft of this Dayton, Ohio barn. Edward A. Deeda, who owned the building, was Kettering's former boss at N C R.



11 Neighbors referred to Ket and Co-Workers Bill Chryst and Bill Anderson as "those crazy fools in the barn" for coiling electric wires night and day, seven days a week.



12 Grimy-handed Kettering struggles under a car hoping to fix the unpredictable self-starter. Before this, people risked a broken arm whenever they went for a ride.



13 This bulky piece of casting was the first self-starter (1910). It worked well but was too big to fit in any car. Ket hectically went back to work, made a smaller model.



14 In 1911 Cadillac's bearded Henry Leland (second from right) ordered \$2,000,000 worth of self-starters from Ket (right), who promptly opened up his own factory in Dayton.



15 During the World War, Ket invented these pilotless planes which could carry 200 lb. of T N T. 60 miles, automatically drop the charge. The planes were never used.



16 In 1922 he devised a bus of tubular welded structure, forerunner of modern trend's. At the time he had already installed a successful air-conditioning system in his home.

SECOND PART OF C. F. KETTERING'S BIOGRAPHY IN NEXT WEEK'S ISSUE

As wholesome at bedtime as it is at noon

"IT'S GINGERVATING"



Canada Dry is the drink with a reason

IT AIDS DIGESTION

SOOTHES AND REFRESHES INWARDLY

SUPPLIES QUICK ENERGY

PICKS YOU UP

In a word... *"IT'S GINGERVATING"*

The only ginger ale in the world made by the famous, patented Dr. Lloyd "Liquid Ginger" Process, the one process that captures ALL the elusive flavor, the delicate aroma, the wholesome stimulating qualities of pure, natural ginger.

You'll find Canada Dry one of the world's great flavor masterpieces. It's mellow and smooth...neither too sweet nor too dry. Serve it with meals. Try it as a quick pick-up. And give the children all they want...*it's good for them!*

NEW LOW PRICES EVERYWHERE...

Canada Dry prices are now the lowest in history. Also new low prices for Canada Dry's Sparkling Water - "The water with the Champagne Sparkle."

CANADA DRY

"The Champagne of Ginger Ales"

TRY THE NEW MIRACLE RIDE . .
 Scudbaker scores a brilliant triumph of comfort engineering in these great new 1938 cars. Every model has Scudbaker's exclusive and tremendously successful independent planar wheel suspension and finest hydraulic shock absorbers. The wide, deep chair-height, body contoured seats are richly and durably upholstered. There's head room and leg room to spare.



Lu

TRY THE NEW MIRACLE SHIFT. You don't have to learn to drive all over again with the Scudbaker Miracle Shift. You change gears in the car's new automatic shift with no effort at all. And of course the first floor is completely clear. A whole lot of extra room for 1938 Commanders and Presidents.



NEW MIRACLE RIDE • NEW FLAT TRANSMISSION GEARS • EXTRA ROOMY LUXURY INTERIORS • NEW SUPER-STRONG FRAMES • SAFETY GLASS ALL AROUND
HILL HOLDER STANDARD ON COMMANDER AND PRESIDENT • NEW MIRACLE SHIFT AND GAS-SAVING AUTOMATIC OVERDRIVE AVAILABLE ON COMMANDER AND

Curry and low price

MARCH HAND IN HAND...IN THE BIG NEW 1938 STUDEBAKER!

YOU
PAY SO LITTLE
FOR
SO MUCH
MORE

IT'S a grand feeling to walk into a Studebaker salesroom and know you have money enough to buy any one of the glamorous new 1938 models. You can do it, no matter how little you've been counting on spending for a new car!

The low price you pay to own a 1938 Studebaker is just a foretaste of the small sum it takes to run it . . . in fact you'll have to do a lot of looking to find a car that measures up to Studebaker's economy of gas and oil.

This new luxury Studebaker of 1938 is a low, wide and handsome masterpiece of clean-cut, automobile design . . . with a head-on view that's a heads-up blue ribbon winner in any showing of motor car thoroughbreds.

It's built with the precision and soundness that have made Studebaker quality world-famed for generations. It performs with a flexibility and sureness that spoil you for anything less. It handles delight-

fully and brings you so many interesting and practical innovations, you almost lose count.

Give your spirits a lift even if you're not yet ready for a new car. See and drive the important-looking, exclusive-looking, new low-priced luxury Studebaker of 1938 now. Sold on convenient Studebaker C. I. T. budget plan terms. The Studebaker Corporation, South Bend, Indiana.



YOU DON'T SLAM STUDEBAKER DOORS . . . They close lightly, tightly and silently on Studebaker's unique rotary door catches. And the motion of the car in a series to keep each door more securely shut. A very real contribution to safety that every truly modern car should have. And it's standard equipment.



NOT A MOVING VAN . . . JUST THE 1938 STUDEBAKER TRUNK. You can pack enough luggage to do you around the world and back in the new 1938 Studebaker trunk. Every cubic inch of it is usable room and more room than you'll usually need. The lid is water-tight and dust-tight — the hinges hold fast when up and don't pinch. Trunks are standard on all models.

New low priced luxury
STUDEBAKER OF 1938

* FRAM OIL CLEANER * AUTOMATIC
PRESIDENT AT SLIGHT EXTRA COST

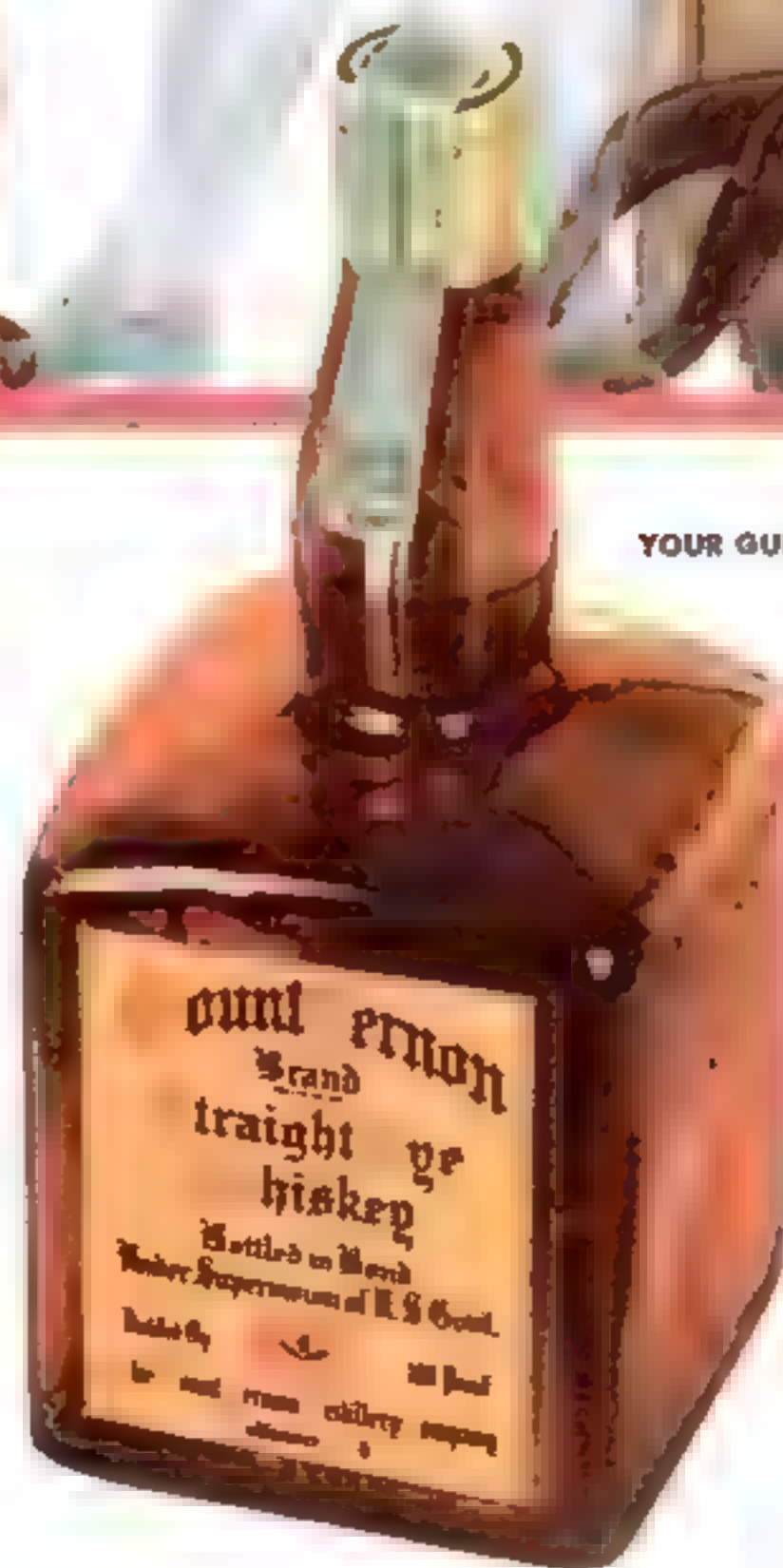
The Present toasts the Past in Mount Vernon!



IT was a gracious custom of George Washington's to welcome his intimate friends with a most excellent rye whiskey made on his own plantation. The Mount Vernon rye of today occupies a similarly high place in the hospitality of particular people. To serve Mount Vernon marks you as a discriminating host; to be served it tells you that you are welcome company—for it is truly *the putrician of American ryes!*

NATIONAL DISTILLERS PRODUCTS CORP., NEW YORK

Mount Vernon



YOUR GUIDE TO  GOOD LIQUORS

•
STRAIGHT
RYE
WHISKEY

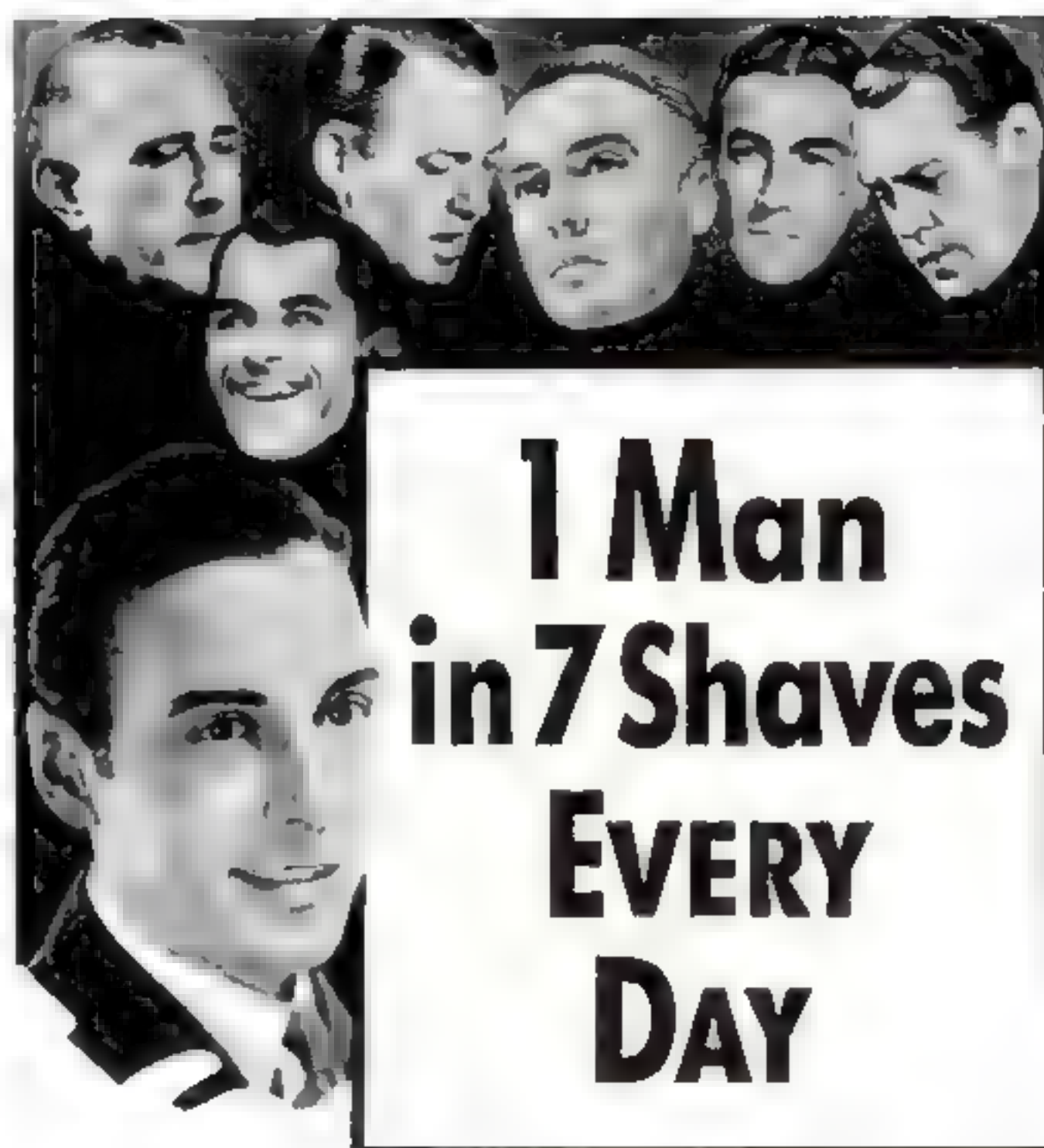
•
BOTTLED IN BOND
Under U. S. Government
Supervision

•
FULL 100 PROOF

JOHN L. LEWIS JR. GOES TO PRINCETON

At 18, John L. Lewis was a burly pit boy roaming the mining camps of the West. His schooling had ended six years before, when his coalminer-father was blacklisted for union activity. For the classical learning which has made him a sonorous orator and suave companion of the rich and great, the boss of C.I.O. can thank the course of reading laid out for him by the Iowa schoolteacher whom he married at 27.

John L. Lewis Jr.'s start in life promises to be no easier than his father's. This month, at 18, he entered swank Princeton University (*below*). Almost every freshman is lonely and bewildered, but the freshman son of a famous father is a marked man. John L. Lewis Jr. finds his burden made no lighter by the fact that his famous father is, save possibly for Franklin Roosevelt, the man most generally hated and feared by the fathers of his classmates. Young Lewis is studying to be an engineer.



Daily Shavers are finding real comfort in NEW-TYPE cream that:

- 1. Forms a protective FILM between razor and skin**
- 2. Allows closer, cleaner shaves without irritation**

CHANCES ARE—you're the kind of man whose social and business life demand that you shave at least once a day. Here's a shave cream especially made for "shave-a-day" men.

It's called GLIDER. You spread this rich, heavy cream on quickly with your fingers—never a brush. Glider forms a thin lubricating FILM between blade edge and the tender outer skin of your face. Over this film of protection your razor slides easily, swiftly. Zip!

Off come the toughest whiskers without scraping or irritation. You get a closer shave in less than your usual shaving time.

Glider is made by The J. B. Williams Company, makers of fine shaving preparations for nearly one hundred years. Try Glider today



Glider
"No-Brush" Cream

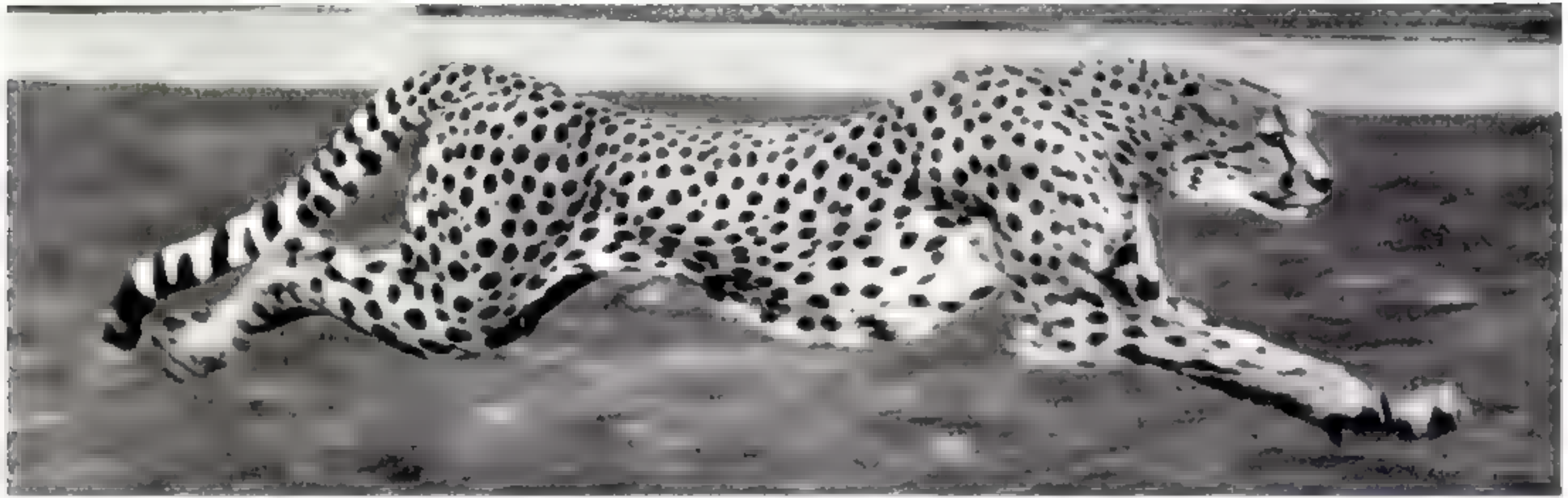
FREE OFFER

Good only in U. S. A.

Generous introductory tube of Glider
The J. B. Williams Co., Dept. L 18-18, Glastonbury, Conn. U. S. A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

Name
Street & No.
City & State

THE WORLD'S FASTEST BEAST TRAINS FOR A RACE IN LONDON



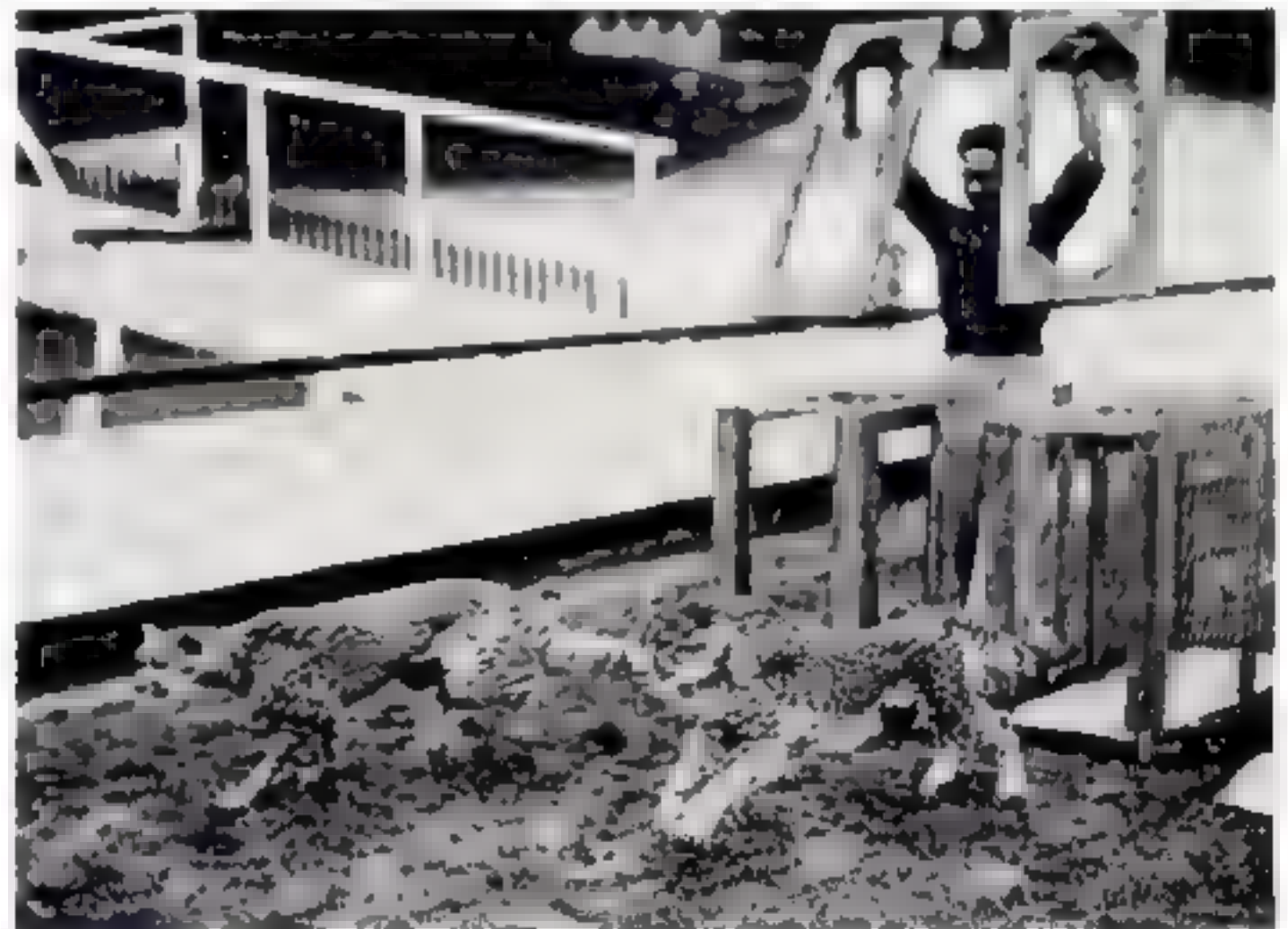
LOPING ALONG AT 30 MILES AN HOUR, THE LITHE AND SPOTTED CHEETAH MAKES A BEAUTIFUL PICTURE OF EFFORTLESS GRACE

Sometime soon, a race between a dog and a cat will take place in London. A greyhound, which can run faster than any other dog alive, will race a cheetah which can, for short distances, run faster than any other animal alive. Over a 100-yd. course, this graceful spotted cat has been timed at 70 m.p.h. The cheetahs who will run in the London race belong to H. C. Gandar Dower, British tennis player, who brought them back from Kenya Colony, Africa. In Ken-

ya, as in Persia and India, cheetahs have long been used in antelope hunts. They are carried hooded to the scene of the hunt. The hood removed, the cheetah springs after his speedy prey. If the antelope is not more than two hundred yards away, the cheetah usually brings him down. Mr. Gandar Dower brought ten cheetahs back from Kenya, is training them at a greyhound track in London. They are amiable beasts who make excellent and affectionate pets.



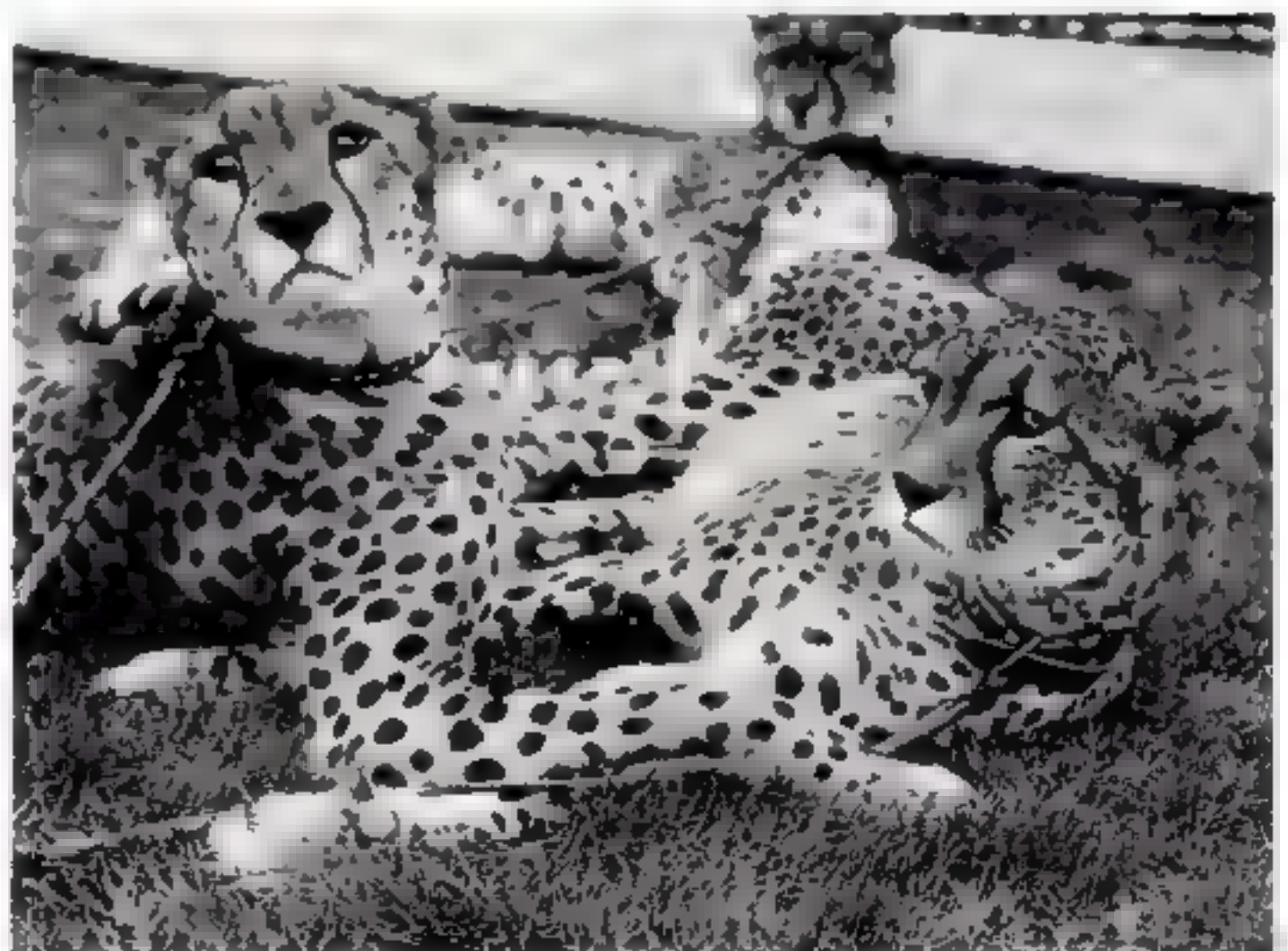
Before the race, the cheetah is lured into his starting trap by its owner Mr. Gandar Dower, who stands at one end of the trap (above, left) proffering pieces of raw meat.



The race is started by pulling out the front of the traps. A bit of real hare meat tied to the track's dummy electric rabbit gives the cheetah an incentive for the race.



Running easily as this, the cheetah can cover a 525-yd. greyhound track at an average speed of 45 miles per hour. Fast greyhounds cover this distance at just under 40 miles per hour.



The race over, the cheetah is fed, then rolls around at supple ease. Friendly and easily trained, the cheetah shows no antipathy to greyhounds, will start no fights during a race.

Everybody's swinging ... *swinging to Hires*



5¢

2 GLASS SIZE
10¢
FAMILY SIZE

Because of the real Root Juices
HIRES HAS A FINER FLAVOR
than imitation root beers

NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful . . . all the time . . . everywhere . . . at home or office, while shopping or driving . . . for sale at groceries, restaurants, refreshment stands. Always insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

It tastes so good - It's good for you

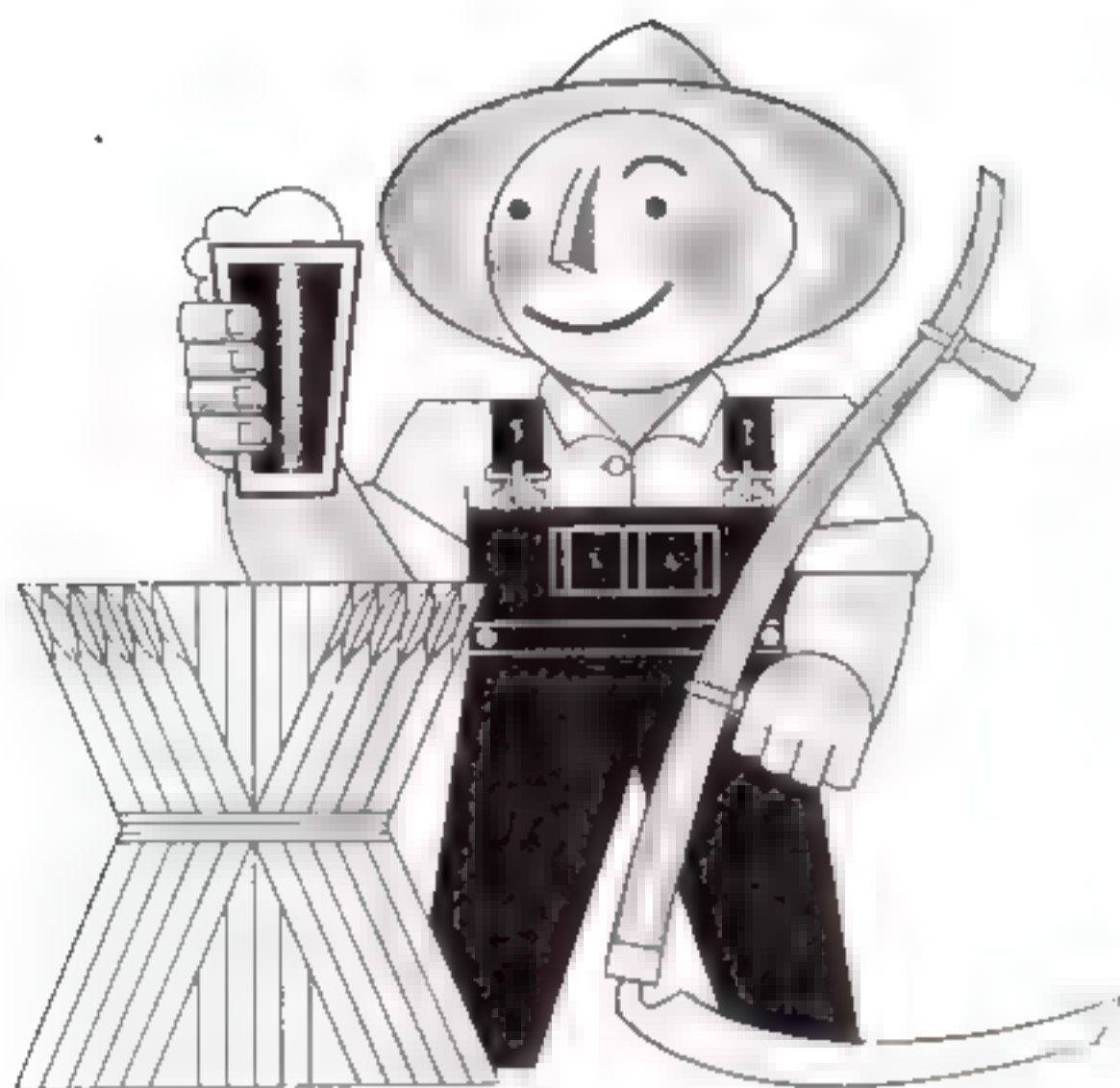
The Charles E. Hires Company, Philadelphia.

THE **R-J** ON

THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL

Root Juices
IN HIRES ROOT BEER

SO MUCH QUALITY
when you say **PABST**



You can taste the goodness of Pabst. It is nature's own beverage—brewed and brought to you by the rich experience of ninety-three years.

To millions, the world over, Pabst brings refreshment—relaxation—pleasant companionship. Pabst is one of the better things in life within the reach of all—bringing purity, wholesomeness and fine flavor in full measure. You'll enjoy Pabst with your meals—with your work—with your play. You can be sure of quality—when you say Pabst.



PABST

© 1937, Premier-Pabst Sales Co., Chicago

MR. COTLOW MEETS CONTENTED KENYA LIONS

One day last August, Lewis N. Cotlow, Manhattan insurance broker, was driving from Nairobi, Kenya, to Arusha, Tanganyika in his Ford. He was on a 5,500-mile trek through Africa's game country, armed only with a couple of cameras. At 4 p. m., he met a family of lions lying in and beside the dirt road. They had just gorged themselves on antelope, and were feeling very contented and affable. They made no move to attack or even inspect Mr. Cotlow. Instead they remained quiet while he took their pictures. Then they wandered off.



Mr. Cotlow's auto stopped only 20 feet from where the unconcerned mother lion lay. Her mate and her two cubs were lying full of food in the grass just off the road.



Mr. Cotlow came closer and was only nine feet away when he took this picture. Still the lioness lay undisturbed, displayed little curiosity, made no hostile move.



After a half-hour's posing, the lion family got up, trotted down the road. Before he left, one cub grew suspicious, growled and sniffed, then galloped after his parents.

They know it's better furniture because they build it better

● Kroehler furniture is largely the handiwork of many skilled craftsmen in the TEN HUGE KROEHLER FACTORIES, who earn a wage high above the industry's average because of their superior skill and experience.

The expert hands of men and women who have honest pride in their work operate the finest high speed machines to build the famed 5-Star Construction into Kroehler furniture.

They make frames of lifetime sturdiness from solid, kiln-dried hardwood . . . build Kroehler steel-webbed underconstruction that can never sag . . . fill the cushions with fine-wire spring units to assure permanent shapeliness and downlike softness. And the result is that Kroehler quality gives lasting satisfaction.

If you should visit one of the ten great Kroehler factories, you would see how the luxurious spring units are carefully coiled, formed, and tempered . . . how clean, white cotton is garnetted into soft padding . . . how high speed machines are used to cut, shape, and carve the beautifully styled patterns; but the machines only help these experienced artisans in producing furniture of extraordinary quality and comfort at a surprisingly low price.

Be sure to see this superbly styled furniture before you buy. Ask your dealer to explain the features of the 5-Star Construction, which adds many years to the wearing qualities.

Watch your newspapers for your nearby dealer's announcement.

Adolph Clay, Sr., with Kroehler 36 years. He and 44 other experts carve the rich, ornamental designs on Kroehler furniture.



The Kandra sisters, Lacy Finna, and Rose, use the covering fabrics. 225 women sewers work in Kroehler plants.



LOOK UNDER THE
CUSHIONS FOR THIS FAMOUS
GUIDE TO QUALITY



KROEHLER

WORLD'S LARGEST FURNITURE MANUFACTURER

THE ONLY
DOUBLE ACTION
BRISTLE ESPECIALLY
DESIGNED FOR TOOTH
CLEANSING AND
GUM MASSAGE IS
ROUND-END BRISTLE



Photo-Micrograph of
ROUND-END BRISTLE
MAGNIFIED 100x

Photo-Micrograph of
ORDINARY BRISTLE
MAGNIFIED 100x

And THE ONLY
TOOTH BRUSH WITH
ROUND-END BRISTLE IS
Pro-phy-lac-tic

HERE is the story of how Pro-phy-lac-tic bristles came to be "gentler to your gums".

A university professor looked at his tooth brush through a microscope. He was amazed. The ends of the bristles were rough, sharp and jagged. He bought brushes of many makes, examined them all microscopically. Always with the same result: The bristle ends were jagged and scratchy right at the points which touch the gums.

After lengthy experiment he finally perfected a process of rounding the end of every bristle in a tooth brush. Pro-phy-lac-tic, knowing as all tooth brush manufacturers do that present methods of trimming the bristle leave the ends roughened and sharp, purchased the exclusive rights to the professor's U.S. patent.

Hence, Pro-phy-lac-tic is the only tooth brush with Round-End double action bristle. For the sake of your gums and teeth, make sure that your next brush is a Pro-phy-lac-tic. If you like a small brush ask for the new *Adult SMALL-Type*. The *Adult REGULAR* is slightly larger. Either is 50¢, guaranteed

This tuft makes it easy to give your back teeth the extra care they need, because it actually reaches and cleans the molars



NOTE THE FAMOUS TUFT

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

New! Tooth Powder By Pro-phy-lac-tic

Here is a dentifrice that you know is safe, because it has been awarded the seal of the American Dental Association, and "accepted" as SAFE FOR CLEANING TEETH by the Association's Council on Dental Therapeutics.

We do not claim that Pro-phy-lac-tic Brand Tooth Powder is the dentifrice your dentist uses. But we do believe it is the kind of powder which

dentists would prefer you to use, because the American Dental Association represents 40,000 members of the dental profession. The Council Seal was awarded to Pro-phy-lac-tic Brand Tooth Powder only after an examination of its formula and advertising claims.

Two sizes, 25¢ and 40¢, are now at most drug counters. Next time, ask for Pro-phy-lac-tic Tooth Powder.



PYGMY GIRLS DANCE IN BRITISH WEST AFRICA



These comely pygmies are doing an animal dance, supposedly imitating elephant, antelope, chicken and gorilla. The place is the West African Cameroons, taken from Germany during the War, and divided between Britain and France. Half the dancers lie on the ground. The white body decorations are painted on for the dance.

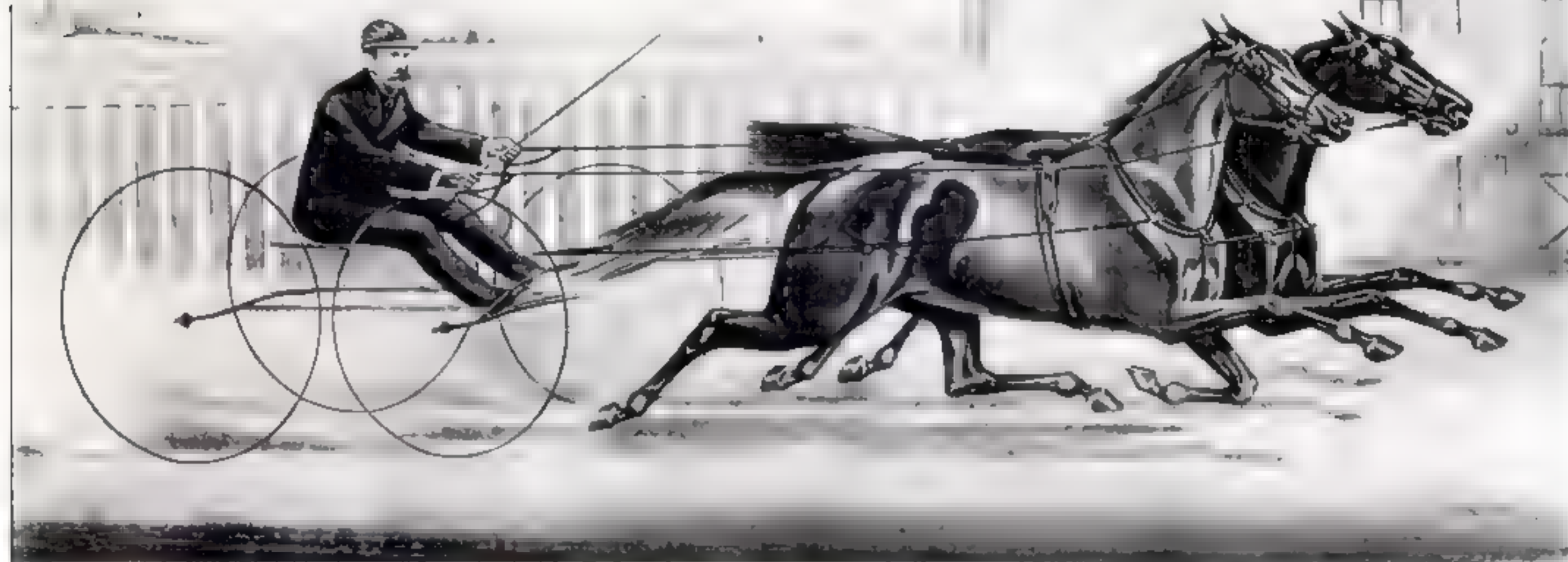
THE TALL VICEROY OF INDIA THROWS A SPEAR



In northeastern India is its wildest province, Assam, in the valley of the great Brahmaputra River where every man was until lately a head-hunter. This summer India's tall, able Viceroy, Lord Linlithgow, paid it a visit, watched Assamese Naga warriors throw the spear (above), threw it himself (below) with credit.



EARLY TIMES MARCHES ON



This 1870 Favorite Is Winning New Admirers Today!

TRY EARLY TIMES

*... the Whisky that Made
Kentucky Whisky Famous*

A name famed through the years to lovers of fine Kentucky whisky, Early Times today offers new friends the kind of welcome, rich taste that old-timers enjoyed. We think you will agree that Early Times quality reflects the time-honored whisky-making standards you would expect of one of America's oldest distillers, Brown-Forman. And so reasonably priced!

EARLY TIMES

Kentucky Straight Bourbon Whisky

BROWN-FORMAN DISTILLERY COMPANY
LOUISVILLE, KENTUCKY . . . SINCE 1870



A BROWN-FORMAN QUALITY PRODUCT

MARTELL

COGNAC Brandy



BOTTLED IN
COGNAC, FRANCE



World Prestige
since 1715

Imported Exclusively by
PARK & TILFORD Import Corp., New York, N. Y.

SPORT

HOW TO WATCH A FOOTBALL OFFICIAL

Football officials have a set of semaphoric signals they use to explain plays or fouls. Few spectators recognize them. Here George Vergara, who once played for Notre Dame and now officiates at Eastern College games, explains the signals most frequently used.



Offside: This signal indicates that a player on team has crossed the scrimmage line before the centre has passed the ball. Penalty: loss of five yards.



Holding: This means that a player has held an opponent in any one of a number of illegal ways. Penalty: 5 or 15 yards, or loss of free ball.



Unnecessary roughness: This includes tripping, kicking an opponent above the knees, throwing a runner after ball is dead. Penalty: 15 yards.



Incomplete pass, missed goal, a play that is to be replayed, a penalty that has been refused: All these are indicated by shifting the hands thus.



Illegal delay of game or extra time out: Team is allowed three time outs each half. Extra time outs or other unwarranted delay costs a team five yards.



A score: This means touchdown or kicked goal. If the official claps his hands overhead, it indicates a safety. If he shifts them, it means time out.



● Last year every major golf champion—the world over—used TRUE TEMPER Shafted Clubs. For 1938 you can choose, from the models shown above, a TRUE TEMPER Shaft that is tailor-made to fit your style of play. Instead of adapting yourself to your clubs, choose clubs with the type of TRUE TEMPER Shaft that, in flexibility and action, fits your own game. Your Pro can help you make the right choice. Every golf club maker uses TRUE TEMPER Shafts on his better clubs.

The TRUE TEMPER Models for 1938 are finer than ever before—more beautiful in appearance, finer in construction, sweeter in action. They are made from seamless tubes of costly super alloy steel, tapered by an exclusive process, tempered as finely as a Damascus blade, tested by master craftsmen and

finished like fine jewels. For finer golf in 1938 plan on a new set of clubs shafted with TRUE TEMPER Steel to fit your style of play. Champions insist on fine fit and quality. You can have both in TRUE TEMPER.

Write today for free booklet that describes the various models of TRUE TEMPER Golf Shafts shown above. Address—

THE AMERICAN FORK & HOE COMPANY
Sporting Goods Division Dept. G-6 GENEVA, OHIO

NOTE: We make golf shafts only—no clubs or other golf equipment of any kind



DOUBLES FOR MOVIE STARS GET THEIR OWN CHANCE IN A MOVIE



The doubles: (left to right): Carol Dietrich (no relation) as Marlene Dietrich, Arthur McLaglen (younger brother) as Victor McLaglen, Lorraine Bond as Merle Oberon, Phil

Waldron as Clark Gable, Berna Mack as Claudette Colbert, Howard Bruce as Edward Arnold, Sylvia Lamarr as Joan Crawford, Richard Dix (himself), Maxime Jerome as Bette

Davis, W. W. Dearborn as William Powell, Mary Miner as Irene Dunne, Margaret Bryson as Loretta Young. McLaglen & Dr Dearborn are stand-ins for their stars.

To look like any particular star is a major misfortune in Hollywood. Instead of opening the door to cinema success, it practically bars it, because the studios would not know what to do with two Greta Garbos or two Robert Taylors. The first wholesale opportunity for persons who look like stars came when Columbia recently filmed *It Happened in Hollywood*. The plot of this fairly entertaining "B" picture requires the hero, Richard Dix, to round up "doubles" for all the great stars at a party for a sick boy. Columbia found 26 satisfactory doubles, most of them persons who went to Hollywood because of their resemblances, stayed on as stand-ins or bit players.



Eddie Cantor and W. C. Fields are represented by Frank E. Farr and James May respectively, who did the same impersonations in *The Great Ziegfeld*.



Joan Crawford is an easy star to impersonate. Sylvia Lamarr does it perfectly.



Sisters Carol and Betty Dietrich double for Marlene Dietrich (left), Garbo (right). Virginia Rendell is Mae West.

\$2.00 WORTH OF TABLE BEAUTY

FOR ONLY

50¢

(with purchase of Pillsbury's Pancake Flour—see below)



REVERE SUGAR AND CREAMER

- Glistening, impervious chromium on ever-lasting brass—first plated with copper, then with nickel and finally, the finishing touch, chromium! Styled by Revere.
- A \$2 value, for only 50¢ with purchase of Pillsbury's Pancake Flour.

ACTUAL SIZE

Professional Shopper, Stylist, and Home Maker All Say: "This Offer Is Worth Getting Excited About!"

Professional Shopper



"In all my shopping, I haven't found the equal of this Revere Sugar and Creamer for less than \$2. At 50¢, this new, exclusive design is an unbeatable value."

Stylist



"This new Sugar and Creamer by Revere typifies the best in modern design . . . simple, smart, and completely in harmony with today's furnishings."

Home Maker



"I welcome chromium ware because it stays bright and lovely without any tiresome polishing, because it lasts forever, and because it's so safe for food. I like it for every occasion. And notice the non-drip spout!"



CANDID CAMERA CATCHES PILLSBURY PANCAKE FANS

• No camera can do justice to the feathery lightness and melting tenderness of pancakes made with Pillsbury's Pancake Flour. But this photograph does show you the happy grin they bring to a man's face. There's an extra reason for his wife to look pleased, too—for, to make these super-pancakes, you just add milk or water to Pillsbury's Pancake Flour (plain or buckwheat), stir, and bake.

HOW TO GET THIS
\$2.00 SUGAR and CREAMER
FOR ONLY 50¢



Get one large or two small (1¼-pound) boxes of Pillsbury's Pancake Flour, either plain or buckwheat . . .



Cut star from top of box or boxes . . .



Send star, or stars, and 50¢ in coin, to Pillsbury Flour Mills Company, Dept. 67 Minneapolis, Minnesota.



COUPON FOR YOUR CONVENIENCE

PILLSBURY FLOUR MILLS COMPANY
Department 67, Minneapolis, Minnesota

Please send me, postpaid, the Revere Sugar and Creamer in the new design. Enclosed find 50¢ in coin (not stamps), and Pillsbury Star cut from the top of one large box of Pillsbury's Pancake Flour (plain or buckwheat), or from the tops of two small (1¼-pound) boxes.

NAME

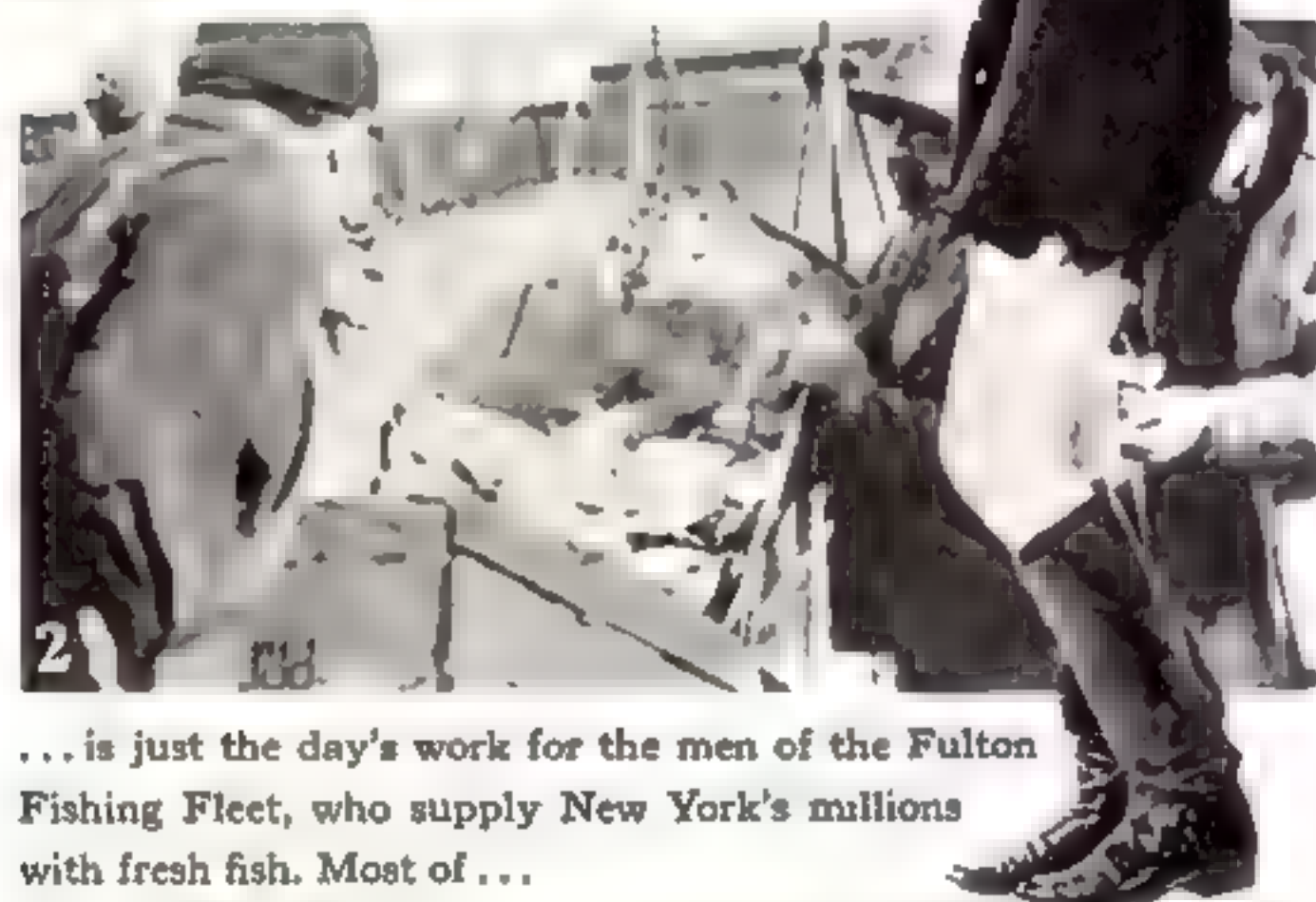
ADDRESS

CITY..... STATE.....

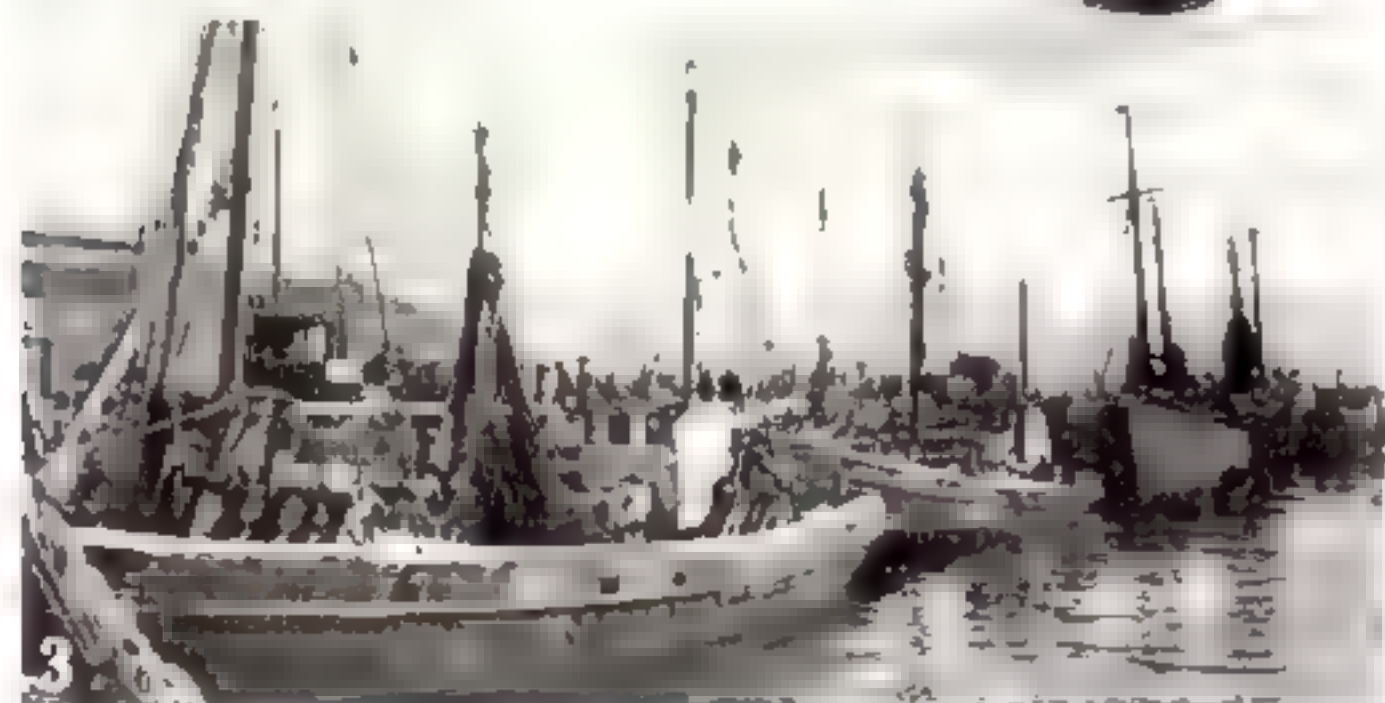
Offer expires Dec. 31, 1937, and is good in the U. S. A. only.



Fishing is real sport for Barbara Read, appearing with Tom Brown in Universal's "The Man Who Cried Wolf", but it ...



... is just the day's work for the men of the Fulton Fishing Fleet, who supply New York's millions with fresh fish. Most of ...



... these sturdy fishing boats use Sinclair lubricants in their Diesel engines to assure safe lubrication in fair weather and foul. You, too, are assured of ...



... safe lubrication when you have your car lubricated by your nearby Sinclair dealer. Ask him to show you the lubrication chart for your car which enables him to lubricate it just as its manufacturer recommends.



The best impersonation in the movie is that of Eugene De Verdi as Charlie Chaplin. De Verdi is an Italian who came to the U. S. when he was 20 and has made a career of impersonating Chaplin. When not appearing in vaudeville he has been Chaplin's stand-in. De Verdi is about 40, and unmarried, though he has a sweetheart and hopes to be married soon.

De Verdi's career may soon end, for Chaplin has announced that he will never again appear as the little tramp. Against this ill chance, De Verdi has learned the trade of a studio-lighting technician and is also an amateur inventor. His latest invention is a highway marker in the form of a 9-ft. uniformed nurse, containing a telephone and first-aid kit.

ANY KIND OF DAY

this room seem flooded with sunshine
with its floor—up to the glass—work
wall. And any time in a day—
It's as—back to a easy—
Armstrong—Lino—
of the newest marbled effect—
N—
perfect—



... FOR YOUR PLACE IN THE SUN



there's nothing more restful than a spread of soft autumn colors underfoot. This new effect in Armstrong's Linoleum is now being featured at your local stores. Its subtle blending of tones, called marbleizing, permits you to use a wide range of colors in your room scheme. And it has another big advantage you'll appreciate in your sun room—Armstrong's Marbleized Linoleum is so very easy to keep clean! That's because the mar-bleizing doesn't show tracks and spots. Dust it daily, freshen the surface occasionally with Armstrong's Linogloss Wax (which needs no polishing), and your Armstrong's Marbleized Floor will always look its party best. Warmth and springiness underfoot round out its comfort features. Plus the fact that once properly cemented in place over cushioning felt, your floor refin-ishing troubles are ended. Why not plan to have at least one room in your house for happy moments of leisure . . . with an Armstrong Floor that really lets you sit back and relax!

HOW ABOUT YOU?

Wouldn't you like a whole bookful of new decorating ideas, illustrated with different types of interiors in full, nat-ural color? Drop us a line asking for "Floors That Keep Homes in Fashion." Enclose 10¢ to cover mailing (40¢ out-side U.S.A.). Address Armstrong Cork Products Company, Floor Division, 3710 Clay Street, Lancaster, Pa.

ARMSTRONG'S LINOLEUM FLOORS

for every room  in the house

PLAIN • INLAID • EMBOSSED • MARBELLE • JASPE • RAYBELLE • MONOBELLE • PRINTED • QUAKER RUGS and LINOWALL



THE SMARTEST HATS TURN TO COPPER



OUT AT A SKEET STATION

...or along the avenue in town...wherever you go this Fall, the smartest men turn out in hats of this distinguished new metal shade. Stetson's copper-colored "Fielding," worn with diamond creasing, is in high favor. Good points: wider brim, bound edge, low band with slightly flared bow.

New colors, new lines, new smartness. But old-time quality. Stetson quality never changes. Count on your Stetson to hold its smart lines till the last day you wear it. John B. Stetson Company, Philadelphia, New York, London, Paris. Stetsons are also made in Canada.

STETSON HATS

Stetsons, from \$7.50 (unlined, from \$7) to \$40. Air-Light Stetsons, from \$5

PRESIDENT'S WAR SPEECH STILLS DISCUSSION OF CASE OF MR. JUSTICE BLACK

On Oct. 4, Associate Justice Hugo LaFayette Black took his seat at Chief Justice Hughes's extreme left on the U. S. Supreme Court bench. With set face he heard the Court accept for review two motions challenging his right to sit on it. It was announced that the new Justice's office would be staffed by Catholic secretary, Negro messenger and Jewish clerk.

Next day President Roosevelt's Chicago war talk effectively swept the strange case of Mr. Justice Black off the nation's front pages.

The historic picture below was taken as Mr. Justice Black, fortified with two packs of Chesterfields, dodged up a back alley to his friend's home in Chevy Chase, Md. to confess to an estimated 50,000,000 radio listeners that he had once belonged to the Ku Klux Klan (LIFE, Oct. 11).



After McGuffey

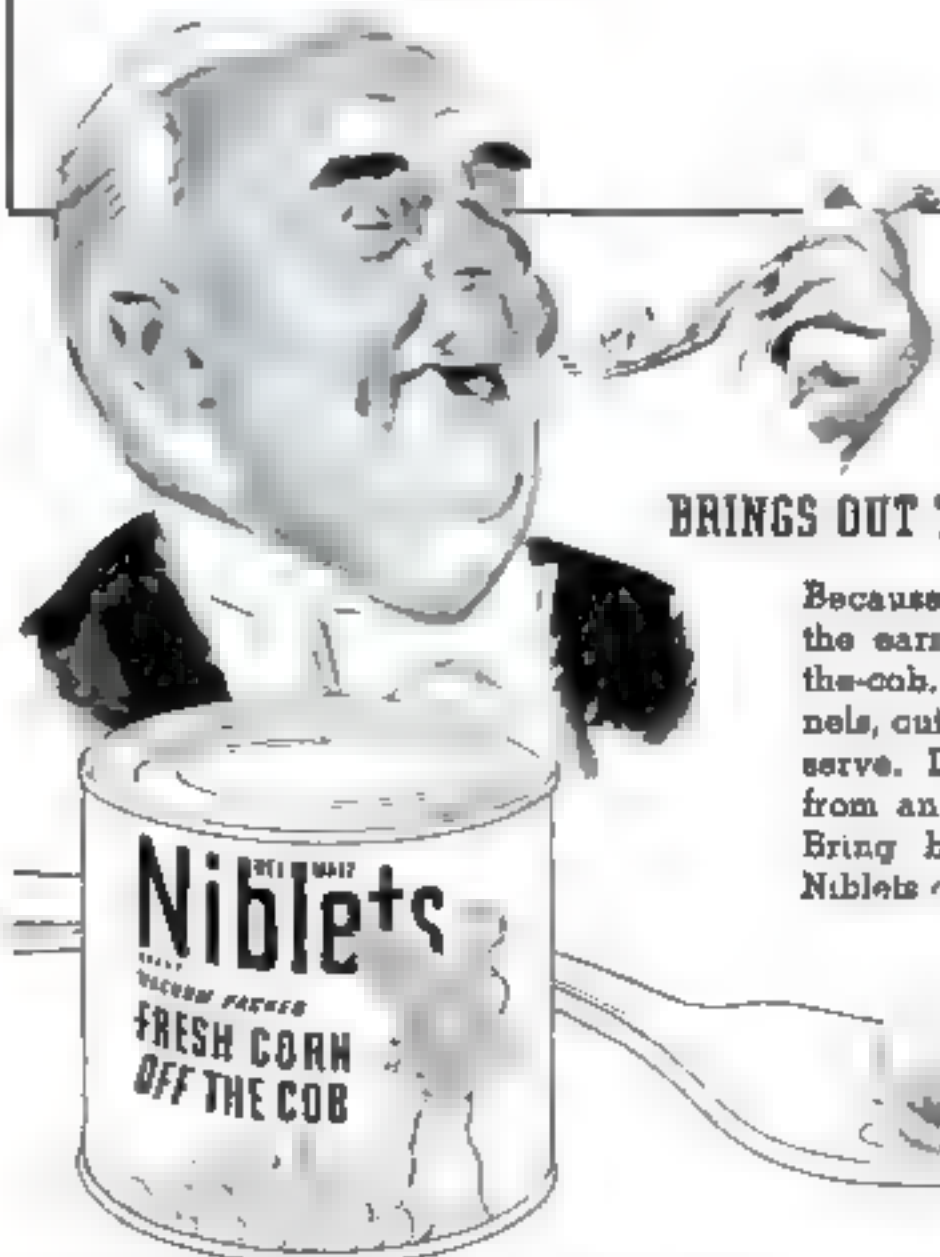
būt' tēr
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Niblets
shōw gŕl
plāte



rōast' in' ēars
cū' pō lā
dīn' nēr
boy hōōd
Wall Strēet
cŭt' y
swīm' mīn' hōle

A BOYHOOD MEMORY

1. A boy once came to the city to seek his fortune.
2. He worked very hard and became rich and paunchy. He was so busy raking in dough that he forgot all about his boyhood days and the old swimmin' hole.
3. One evening, at dinner with a visiting author, two dowagers and several chorus girls, his hostess served, Del Maiz Niblets Corn—corn-on-the-cob-without-the-cob.
4. The Niblets tasted just like roastin' ears. The way he used to love 'em. Plenty of butter, pepper and salt.
5. You should have seen the hard lines of Wall Street roll off our hero's face. He felt the boy in him coming out again—and his heart swelled.
6. He et and et and et. He re-lived his boyhood. Next day, he caught the first train back and presented his old home town with a new courthouse cupola.



NIBLETS CORN BRINGS OUT THE BOY IN THE MAN

Because it's roastin' ears without the ears, corn-on-the-cob-without-the-cob. Plump, sweet, tender kernels, cut from the cob and ready to serve. Different because packed from an exclusive breed of corn. Bring back your boyhood with Niblets corn.

Look for the Green
Giant on the label

Packed exclusively by Minnesota Valley Canning Company,
Le Sueur, Minn., and Fine Foods of Canada, Ltd., Toronto, Ont.

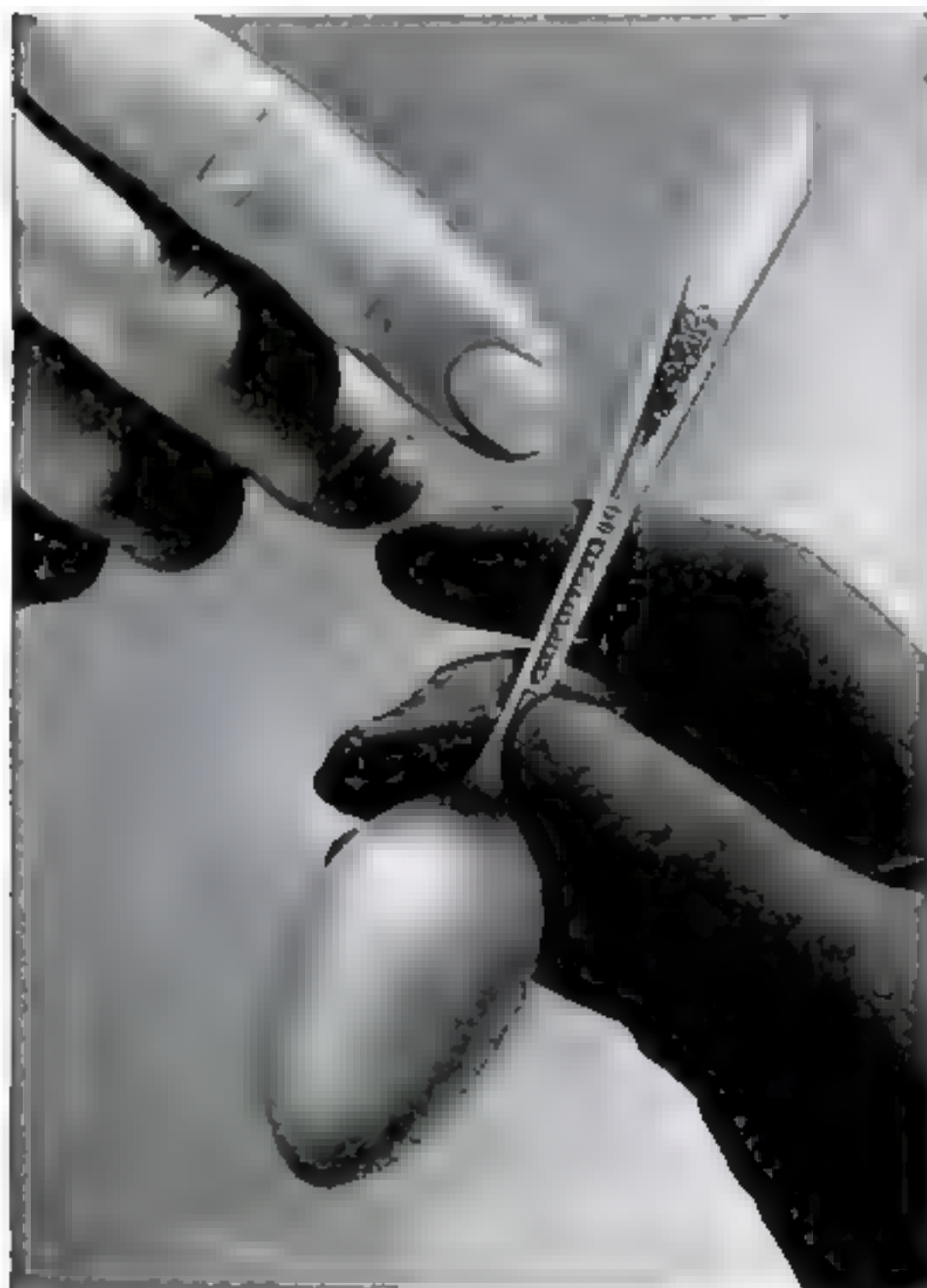
HOW TO GET THE MOST SILVER OUT OF A DOLLAR



1 Strike Out Briskly the first fair morning after you see these pages, laying as direct a course as possible for your nearest silverware dealer.



2 Speak Your Piece Boldly about what you want to pay. The better shops have no false snobbery about low price, knowing as they do that good low-priced silverplate has a definite role to play in every one's home. Ask to be shown Wm. Rogers & Son Silverplate.



3 Don't Get Confused in a welter of names. Simply see that the brand you buy bears the hall-mark Wm. Rogers & Son (IS)—your assurance that it is made by International Silver Company, world's largest makers of fine silverware.



4 Try to See Your Table — your dream table — as you happily mull over the most glorious patterns you've ever seen, patterns that International Silver Company facilities have made possible in modestly priced Wm. Rogers & Son Silverplate. Probably you'll go head over heels for the smart new "Gardenia" pattern. But...



5 It's a Tantalizing Toss-Up between these three charming patterns (l. to r., "Georgie," "Burgundy," "Gardenia"), the most popular of some half-dozen gems of the silversmith's art. Now pinch yourself, and realize for how incredibly little you can own this beautiful Wm. Rogers & Son Silverplate...



This Complete 51-Piece Service For Eight
"CHEST OF PLENTY"
\$29.95

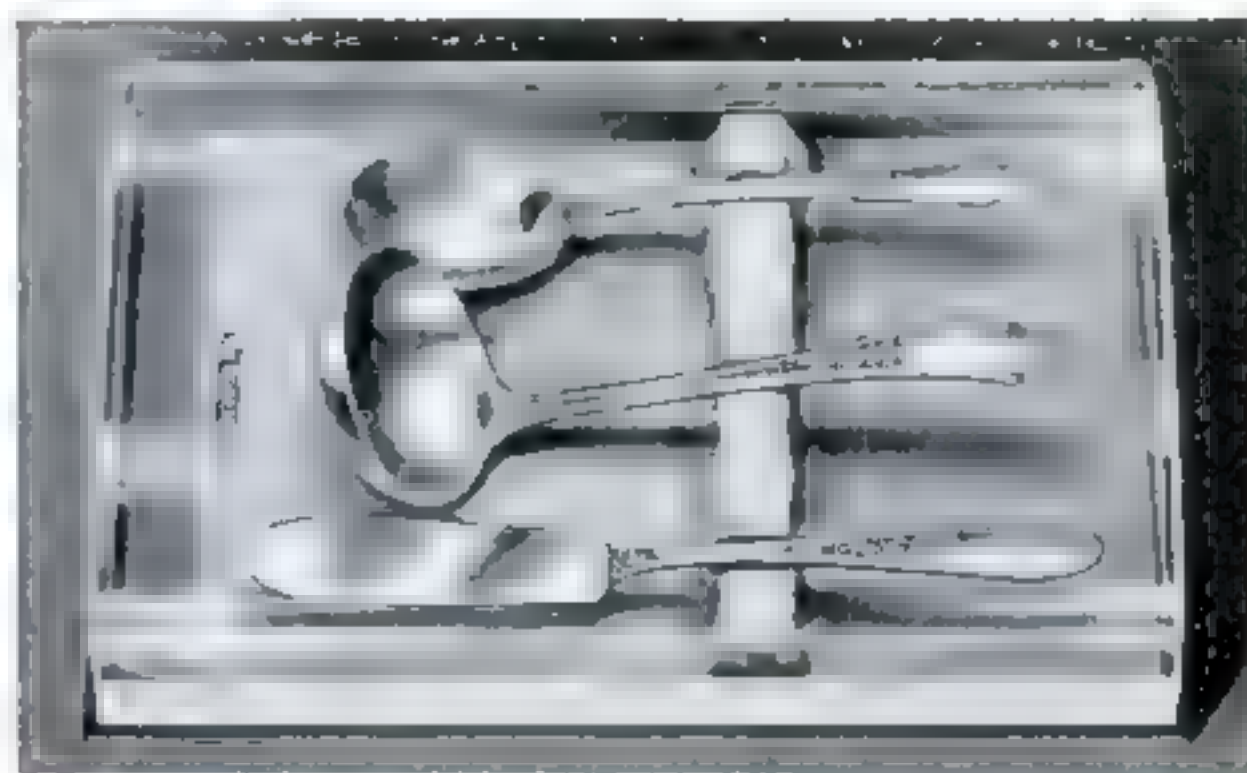
Cutlery: 8 dinner knives, 8 dinner forks, 16 teaspoons, 8 dessert spoons, 8 salad forks, 2 tablespoons, and 1 serving fork.

Time Payments Most Helpfully Arranged

6 All this Superb, Quality Silverplate can be yours—a complete service for eight, in a free, richly lined walnut-grained prevent-tarnish chest—for only \$29.95! And even that low price can be paid on convenient terms. There are other Wm. Rogers & Son sets, priced up to \$49.95 and down to \$10.75.



7 It's Improbable That Your Dollar ever again will buy so much smart, stunning silver as this Wm. Rogers & Son "Chest of Plenty" now offers you. It carries a full replacement guarantee. It is an investment for the years. A product of International Silver (IS), Meriden, Connecticut.



8 Special Offer! Get this smart 3 piece Wm. Rogers & Son set—gravy ladle, butter knife, sugar spoon—for only \$1.95...a regular \$2.50 value! Available in all patterns. At your silverware dealer's.

Wm. Rogers & Son
Reinforced Silverplate

INTERNATIONAL SILVER COMPANY, MERIDEN, CONNECTICUT

OPENING OF SUPREME COURT SESSION IS NOT A PHOTOGRAPHERS' FIELD DAY



A dusky cat padding across the top front step of the Supreme Court building on the day of Mr. Justice Black's seating was the prize subject of news photographers who respected

or were unable to evade the rule against pictures of the Court in session. Mr. Justice Black got to his new office three hours early and remained in seclusion, refusing to see newsmen.



Rain-softened pillars of the Court building tower in this fine photograph with a warmth and grace which few cameramen are able to catch when picturing its stiff classic lines.

Whatever else their feelings about receiving Hugo L. Black as a colleague on October 4, the eight other Justices of the U. S. Supreme Court must certainly have regretted the fact that his seating made the opening of the Court's regular fall term a sensational news event.

Despite President Roosevelt's efforts to destroy it, an air of priestly withdrawal still surrounds the learned old men as they sit in their huge new Graeco-Roman-Mellon marble temple which, with few changes, could be converted into an heroic mausoleum. News photographers make life hard for the Justices, understandably anxious to preserve the dignity of their great institution against unbecoming publicity. But, whether they like it or not, the Supreme Court is news, and the Justices make life hard for photographers assigned to cover it.

Justices are rarely photographed in their offices, and cameras are strictly barred from the Court chamber during a session. Despite this ban, one of Captain "Joe" Patterson's enterprising photographers managed to snap for the N. Y. *Daily News*, a blurred picture of Mr. Justice Black sitting on the bench for the first time. It was the third picture ever taken of the Court in session. First two were taken for FORTUNE (1932) and for TIME and LIFE (June 14).

The other news photographers who swarmed out to cover the debut of Mr. Justice Black had to content themselves with pictures of exteriors (left), of corridors, of curious spectators (below) and of an indifferent cat (above).



A miniature "World Series crowd" lined the Supreme Court's cold, awesome corridors on Mr. Justice Black's opening day. The first hopeful spectator took his place at 6.50 a.m.

AMERICAN FOR

Flavor

IRISH FOR

Bouquet

WILLIAM JAMESON

IRISH AMERICAN

WHISKEY

Brand

Contains 25% Pot Still Irish Whiskey and 75% Specially
Distilled American Straight Whiskey

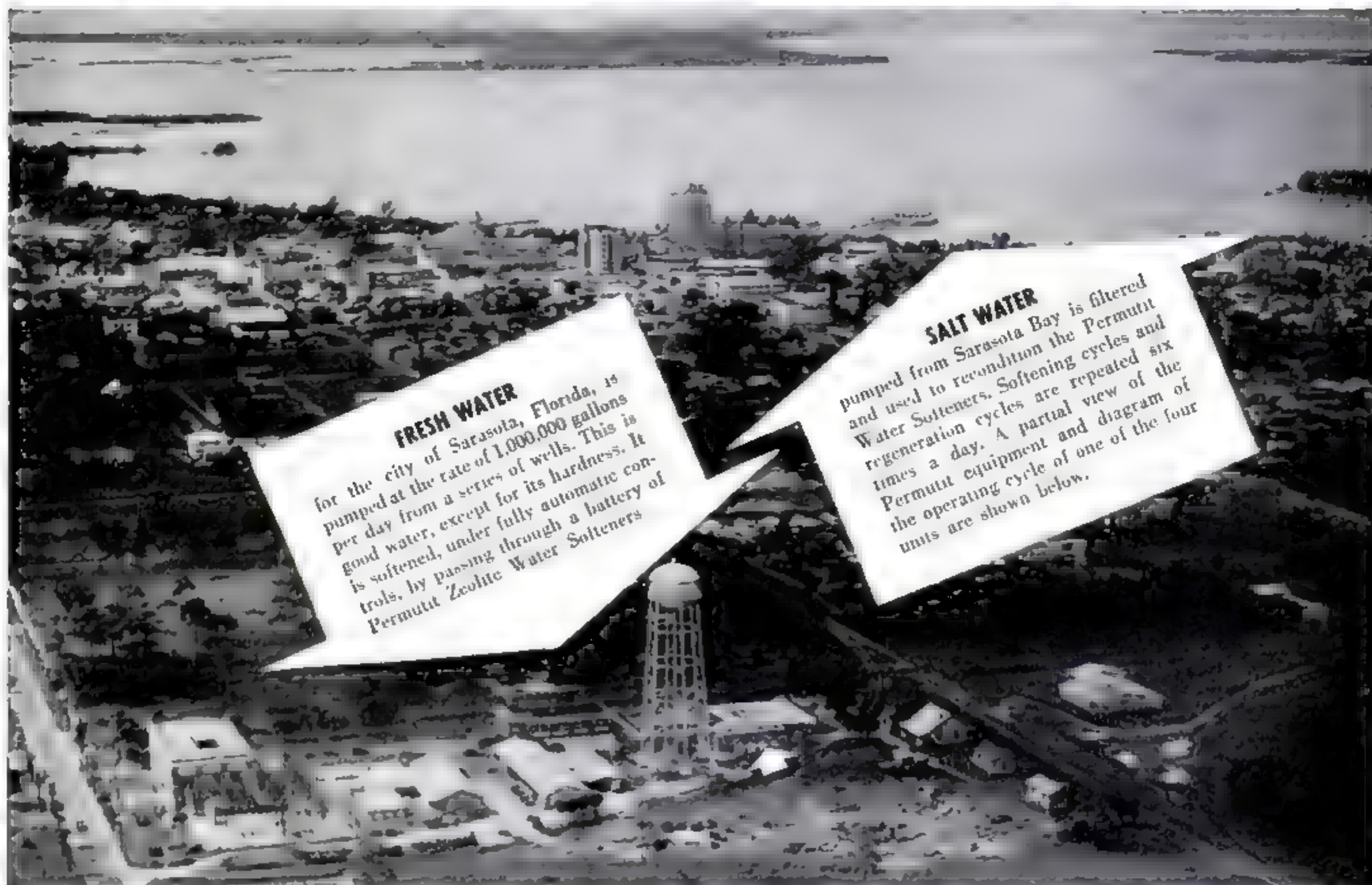
*"The Best
of
Two Worlds"*

WILLIAM JAMESON & CO., Inc.
NEW YORK, N. Y.

80 Proof



HOW SALT WATER IMPROVES DRINKING WATER!



FRESH WATER

for the city of Sarasota, Florida, is pumped at the rate of 1,000,000 gallons per day from a series of wells. This is good water, except for its hardness. It is softened, under fully automatic controls, by passing through a battery of Permutit Zeolite Water Softeners.

SALT WATER

pumped from Sarasota Bay is filtered and used to recondition the Permutit Water Softeners. Softening cycles are repeated six times a day. A partial view of the Permutit equipment and diagram of the operating cycle of one of the four units are shown below.

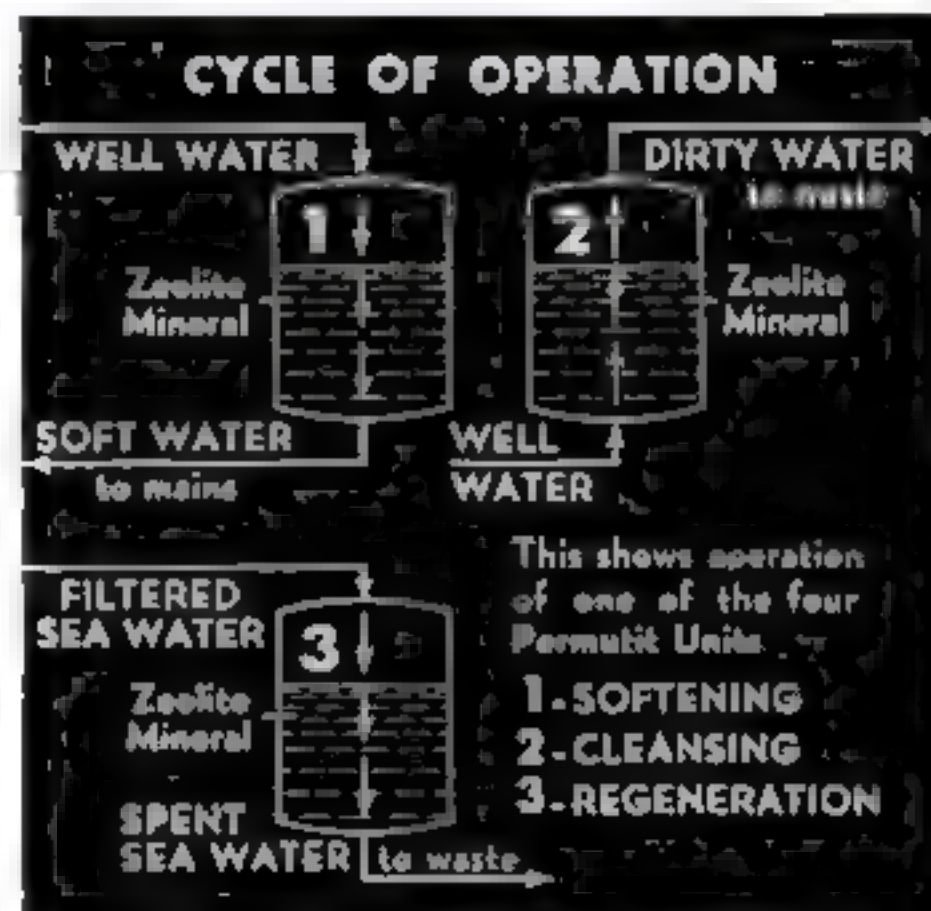
Photo by Richard A. Lantry



Hard water is a costly trouble-maker in the home and in industry. In Sarasota, Fla., nobody liked the hard water, so the city installed a Permutit Municipal Water Softener. When softening capacity needs renewal the Permutit equipment simply pumps filtered sea water through itself and the trick is done. No trace of sea water gets into the municipal supply.

Permutit Water Conditioning can remove hardness, iron, corrosiveness, dirt, oil, bad color, taste or odor from any water supply. Over 25,000 installations serve more than 400 industries. Some of these installations are saving more than 100% annually on their cost.

Use Permutit Water Conditioning to improve products and cut costs in your plant. Information, analysis, recommendations free. Use the coupon or write The Permutit Company, Dept. L8, 330 W. 42nd St., New York City.



The Permutit Co., Dept. L8,
330 W. 42nd St., N. Y. C.

Please send me information about:

- ☐ Hardness Removal ☐ Bad Taste and Odor Removal
☐ Dirt and Color Removal ☐ Oil Removal
☐ Iron Removal ☐ Household Use
☐ Please Send Container for Water Sample for Free Analysis.

Water is used for.....

Company.....

Address.....

Signed by.....

Permutit

WORLD'S LARGEST SPECIALIST IN

Water Conditioning

PERMUTIT PRODUCTS

Zeolites: Zeolite water softening equipment with single valve and with fully automatic controls... hot and cold lime-soda softeners... internal boiler water treatment... filters to remove dirt, oil, taste and odor... swimming pool equipment. Chemical feeds... heat exchangers. Continuous blow-off equipment. Ranarex CO₂ and density recorders.

I HELP SECRETARIES- Free

THIS SCALE IS ACTUALLY A PART OF ME...I'M THE ONLY CARBON PAPER THAT HAS THIS UNIQUE FEATURE YET I COST NO MORE THAN OTHER QUALITY SHEETS.

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SEE HOW EASY IT IS TO REMOVE ME BY THE WHITE SCALE?

SUCH POPULARITY WITH SECRETARIES MUST BE DESERVED

GIVE ME A TRY

SPECIAL SAMPLE OFFER.— To introduce this new, amazing carbon paper to you, we will send you ten sample sheets for 25c. Tell us the number of copies you usually make at one typing, the name of the machine you are using, size of carbon desired, and your name and address. Act today. Address the F. S. Webster Company, 19 Amherst St., Cambridge, Mass.

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CARBON PAPERS

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To obtain or write your local stationer or one of our branches in New York, Philadelphia, Chicago, Pittsburgh, and San Francisco.

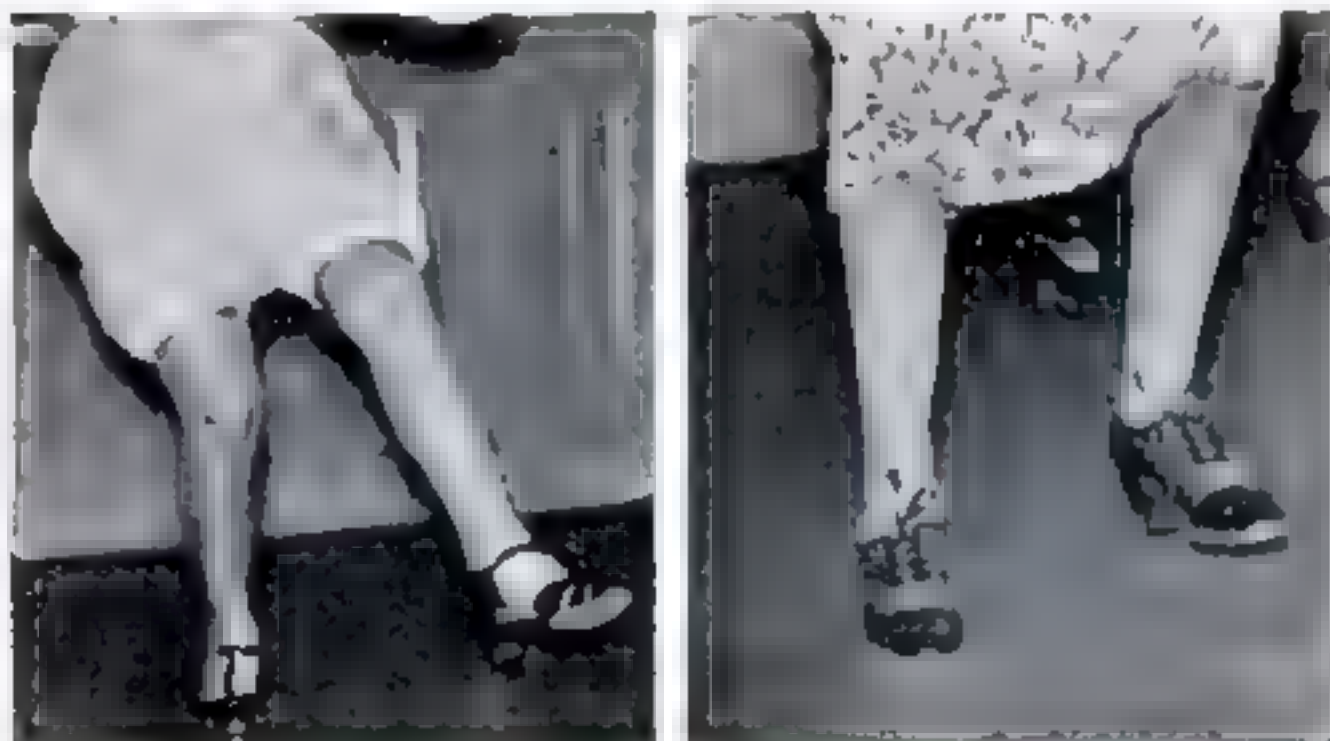
19 Amherst St., Cambridge, Massachusetts

QUEENS PARENTS LEARN TO TAP-DANCE

Prime purpose of the Parent-Teachers Association, a nationwide organization which flourishes in schools all over the country, is to enable parents and teachers to get together and discuss problems affecting school children's welfare. Informal by-product of the P. T. A. in New York's outlying borough of Queens is a dancing class where 20-odd mothers and teachers forgather every Wednesday afternoon, enjoy two brisk hours of tap dancing under the able tutelage of Mrs. Mabel Hooker, a former vaudeville dancer. Below you see Mrs. Hooker teaching the fine points of terpsichore to a group of willing pupils whose leading member is P.T.A. President Carolina Normandia whose three children attend Public School No. 5, Maspeth, Queens.



MRS. MABEL HOOKER DEMONSTRATES THE ART OF BALANCE



HOOKER PUPILS IMPROVE THEIR FALTERING FOOTWORK



Mrs. Carolina Normandia, P.T.A. president (with hat), joins a group of Parent-Teacher tap-dancing neophytes who have considerable difficulty keeping in step.

Comfort
WHEN IT'S NEEDED MOST

HICKORY

WOVEN-to-SHAPE
Sanitary Belts
with
MARVELOX
GRIP

- no pins
- no tapes
- no bulk

Soft Latex
woven-to-shape
a-t-r-e-t-c-h-e-s

Instant-action grip
for quick, constant
security.

Boilable—will not
lose their com-
fortable fit.

So much comfort
for so little! As
sketched, 50c.

A. STEIN & COMPANY
1161 W. Congress St.
Chicago

If your dealer cannot
supply you—use:

-----MAIL-O-GRAM-----
Please send me 2 Marvelox Belts. Enclosed is \$1
Width: Narrow Medium Wide
Waist Measure inches
Name _____
Address _____
City _____ State _____
Dealer's Name _____

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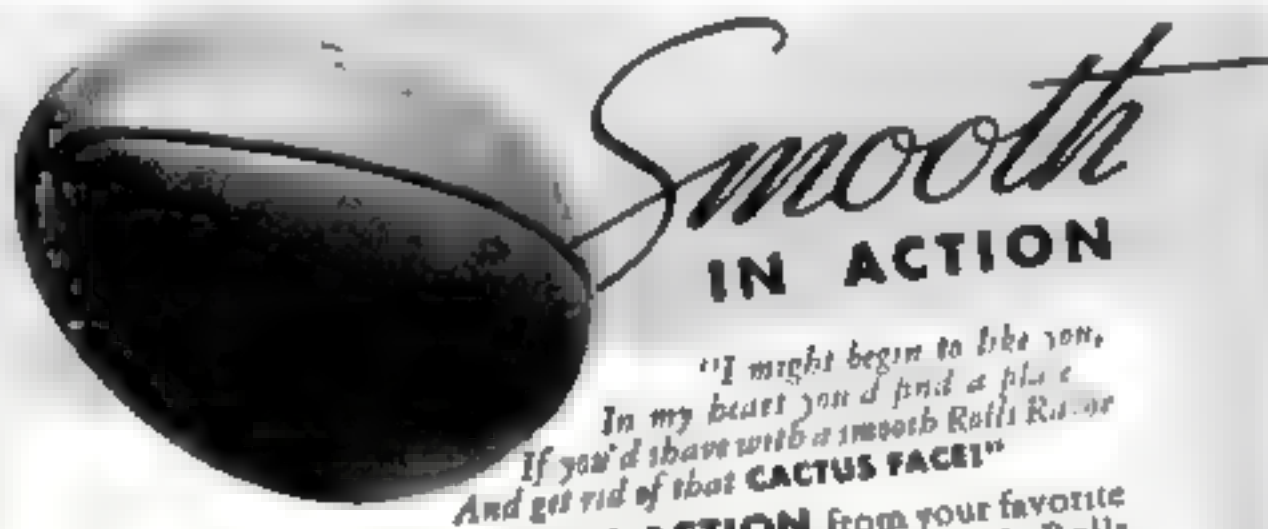
MUD-SNOW-
SAND-GUMBO

They all look like Concrete to the
Pennsylvania
V.C. CLEAT

Why be a "stick in the mud"? Or a slave to chains? Here's the most effective "bad-roads" tire made—self-cleaning, equally tractive forward or backward, free from rumble. Change to Vacuum Cup Cleats this winter, and laugh at weather! Available in truck, bus or passenger-car sizes.

PENNSYLVANIA RUBBER CO. OF AMERICA, INC.
General Offices and Factory, Jeannette, Pa.

Want an attractive ASN TRAY? Send us 24c in stamps (care Dept. S-D) and receive, post-paid, a perfect miniature white-rubber tire, 5 1/2" dia., with green novel-glass center.



Smooth
IN ACTION

"I might begin to like you,
In my heart you'd find a place
If you'd shave with a smooth Rolls Razor
And get rid of that CACTUS FACE!"

YOU HOPE FOR SMOOTH ACTION from your favorite football team. You'll get it from your Rolls Razor. A Rolls shave is not only smooth—it lasts! Four hours later there's no unsightly stubble. You've been really shaved—for the whole day. Man can't make or money buy a better shaver. Rolls Razor's single hollow ground, Sheffield Steel blade stays sharp. It is stropped and honed semi-automatically in the case. For face freshness see your favorite dealer and get a Rolls Razor, it's tops in razors. Imperial No. 2...\$10. Rolls Shaving Soap in Lockate Bowl or Suck...\$1. Refills...60c.

Free catalogue 1018 from **ROLLS RAZOR, INC.**, Sole U.S. Distributors
305 East 45th Street, New York

Have your old Rolls Razor reconditioned like new—address Dept. S-D.



As a
ROLLS RAZOR Shave

Tap-dancing Mothers (continued)



Teacher Mabel Hooker, shown above in action, fortyish, eminently good-humored, is employed by the Community Drama Unit of the WPA Federal Theatre Project. Below you see her explaining kicking technique to the Queens P.T.A. dancing class's only grandmother, Mrs. Margaret Tressel. At 5, pupils go home to cook dinner.



RITZ CELEBRATES HALLOWE'EN



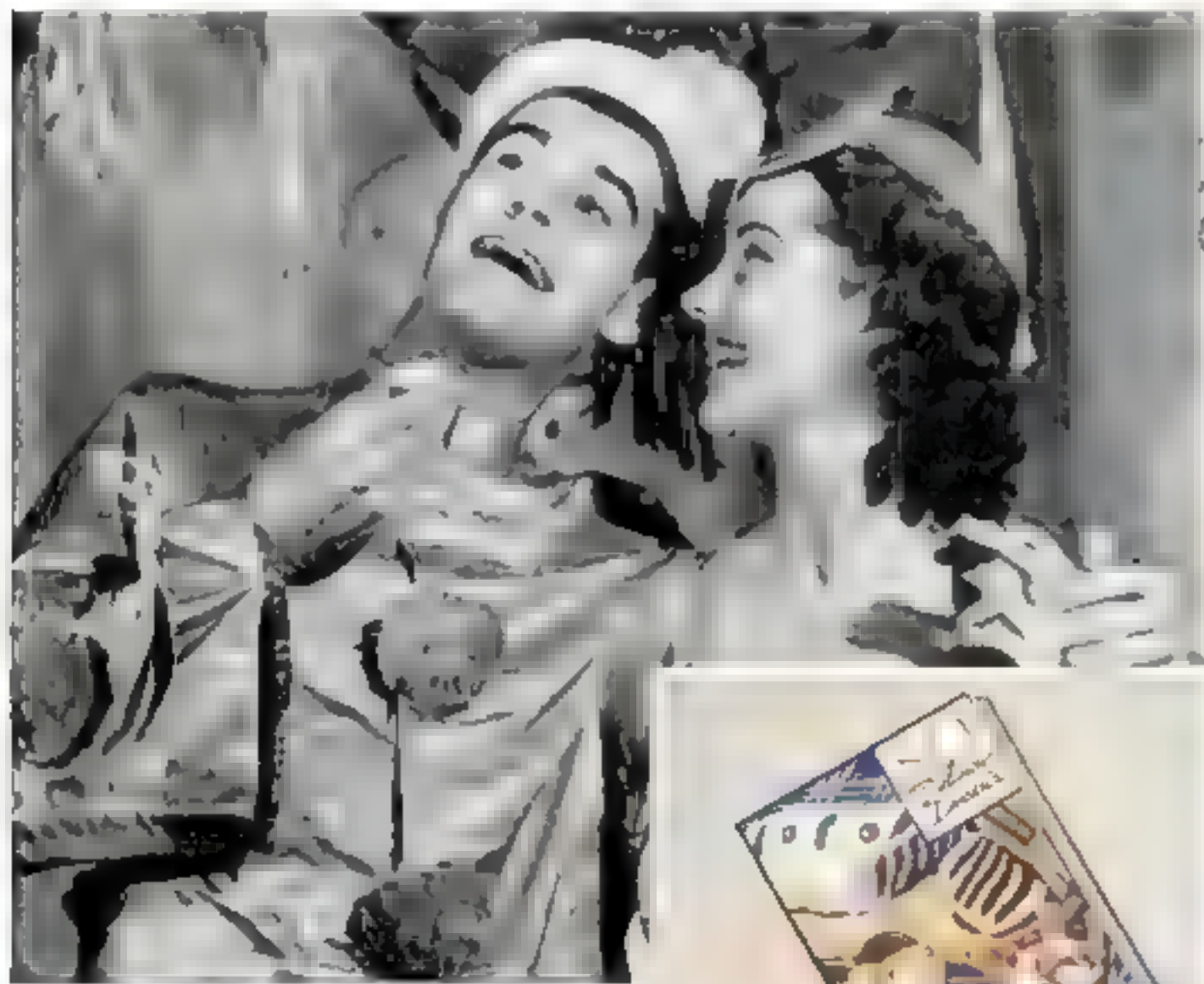
The Queen of Hearts never baked any tarts as delicious as the Ritz appetizers this queen is passing around. See them go for that tray! It looks as if the party is going to be a success—but then *any* party gets off to a good start when it begins with Ritz. America's favorite cracker wakes up appetites and spirits.



Duckin' for Apples takes Betty and Bill away from the plate of Ritz crackers for a few minutes. But they'll go back. Betty's apple will taste twice as good with crunchy Ritz.



Pirate's Plunder. When this youthful buccaneer gets his choice of booty—he takes Ritz! Most guests do. Whether they call in costume at the front door, or come for dinner—they prefer this distinctive cracker.



This Happy Pagliacci hides no broken heart behind his smile. He's singing praise to the nut-like flavor of Ritz. Not everyone praises this delicious cracker so audibly—but the millions who reach for it every day have made it the most popular cracker in the country.



Look for this SEAL OF PERFECT BAKING which identifies NATIONAL BISCUIT COMPANY products

Benwitching Halloween

EXTRA RICH AND LUSCIOUS WITH



Enchanted Chocolate Cake

(K&B)

2 cups sifted Swans Down
Cake Flour
1 1/2 teaspoon soda
1/2 cup butter
1/2 cup shortening
1 cup sugar
3 eggs unbeaten
1/2 cup Baker's Unsweetened
Chocolate
1/2 cup milk
1 teaspoon vanilla

Sift flour and soda together and mix with salt and sugar. Beat eggs and cream together. Add sugar and mix. Add Baker's Unsweetened Chocolate and milk. Spread Apricot Cream Topping between layers and on top of cake.

APRICOT CREAM TOPPING

1 cup sugar
1/2 cup apricot preserves
1/2 cup cream
1/2 cup milk
1/2 cup butter
1/2 cup shortening
1/2 cup vanilla

Combine sugar, flour and salt in a bowl. Beat eggs and cream together. Add sugar and mix. Add Baker's Unsweetened Chocolate and milk. Spread Apricot Cream Topping between layers and on top of cake.

Only **BAKER'S CHOCOLATE** can give
such appetizing color . . .

Neither in the dark of the moon, nor with any witch-magic—only with the *magic richness* of Baker's Chocolate, can you make "Enchanted Chocolate Cake" so enchanting and "Jack O'Lantern Yum-yums" so yummy!

For there's ordinary chocolate and Baker's Chocolate. Baker's Chocolate has *extra richness*. That's why everything you make with Baker's Chocolate—whether it's cake,

BETTER BUY BAKER'S—the quality famous since 1780! Look for the "Baker Chocolate Girl" on the package. This trade-mark has always guaranteed you America's finest chocolate.

Enjoy the extra richness of
BAKER'S CHOCOLATE



Ten Surprises!

BAKER'S CHOCOLATE



THEY'LL BE THE LIFE OF YOUR PARTY—these cakes! No chocolate but Baker's can make cakes so delicious and colorful, or give sauces such rich gloss and flavor! For Baker's is the richest chocolate... its superb quality has been famous since 1780

them such moist tenderness . . .
such rich chocolate taste

frosting, sauce or pudding—has such glowing color and matchless *real* chocolate flavor.

Say "Baker's Chocolate" when you order from your grocer this week—look for the "Baker Chocolate Girl" on the package. See how little it costs to have this dependable richness in all your chocolate foods. Baker's Chocolate is a product of General Foods.

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Many of America's foremost food scientists . . . more than one hundred laboratories . . . are banded together in the Sealtest System—the greatest organiza-

tion of its kind that the world has known.

This great laboratory system was formed by an affiliated group of leading dairy and ice cream companies. These companies have pledged their full co-operation in this crusade to raise the quality and safeguard the purity of dairy products. In the plants of these local companies, Sealtest Scientists maintain a rigid inspection

and control at every step of production.

It costs you *nothing* to give your family this added assurance of quality, purity and safety. Patronize the dairy or ice cream company in your community whose products are identified with the Sealtest System of Laboratory Protection. When you buy—look for the red-and-white Sealtest Symbol as evidence of Sealtest approval.

Enjoy the Sealtest Sunday Night Radio Program, 10 P. M. (EST), NBC Red Network

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THE LOST ENDEAVOUR ARRIVES SAFE IN ENGLAND

On Sept. 13, a 100-mile-an-hour gale swept up on the yacht *Endeavour I*, a day out of Newport, R.I., being towed home to Gosport, England, by the motor yacht *Vien II*. The hurricane all but buried the trim boat under great green waves. Captain Ned Heard was washed overboard, pulled back. The towline snapped and *Endeavour* vanished in the storm.

On its trip to the U. S. last May to act as companion to America's Cup challenger *Endeavour II*, *Endeavour I* had slipped her towline but had sailed calmly into port. This time, however, no word of her came for ten days. Seasoned underwriters at Lloyd's in London all but gave her up for lost.

On Sept. 23, Lloyd's famed Lutine Bell rang to announce that *Endeavour* had been sighted. Shortly, the report was denied. But four days later the Lutine rang to announce once more that *Endeavour* had been found, first time the bell ever sounded twice for any boat. This report was true. Lloyd's sighed with relief and the children of Tollesbury, Captain Heard's home town, yelled for joy (*above*). On Oct. 1, the blue-hulled sloop ended its 10-day journey, glided into the grey harbor of Gosport as sirens screamed happily and the crew thankfully furled the sails.

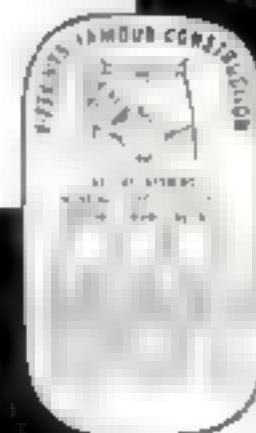


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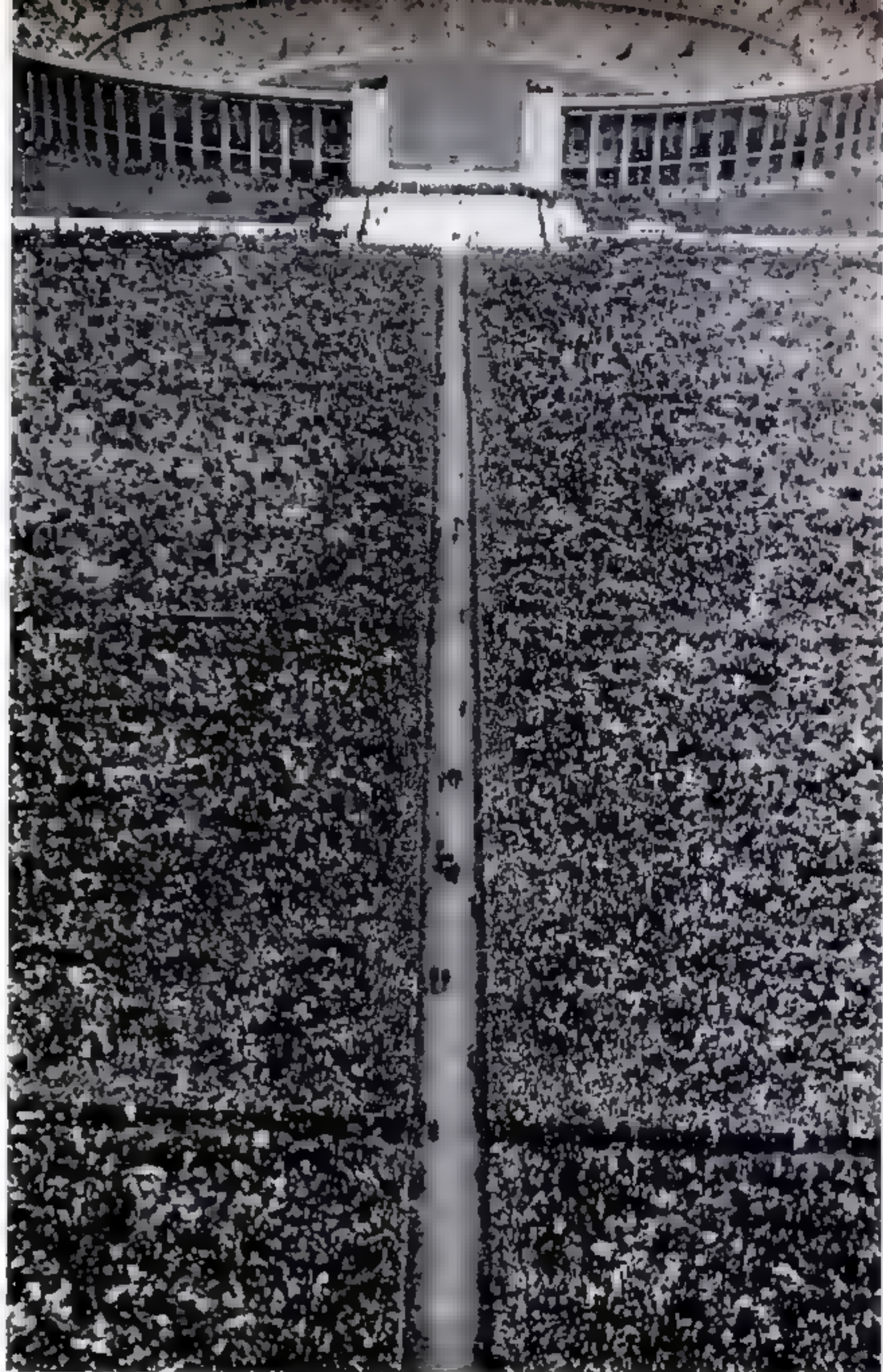
FASCIST MUSSOLINI VISITS NAZI HITLER AND TWO DICTATORS LOOK SILLY TOGETHER



Mussolini gets off his Italian armored train at Munich at 10 a.m., Sept. 25, and in German greets the German Führer Adolf Hitler. At 11:32 a.m., the two Dictators began an hour-and-a-half conversation in private in Hitler's modest Munich flat.



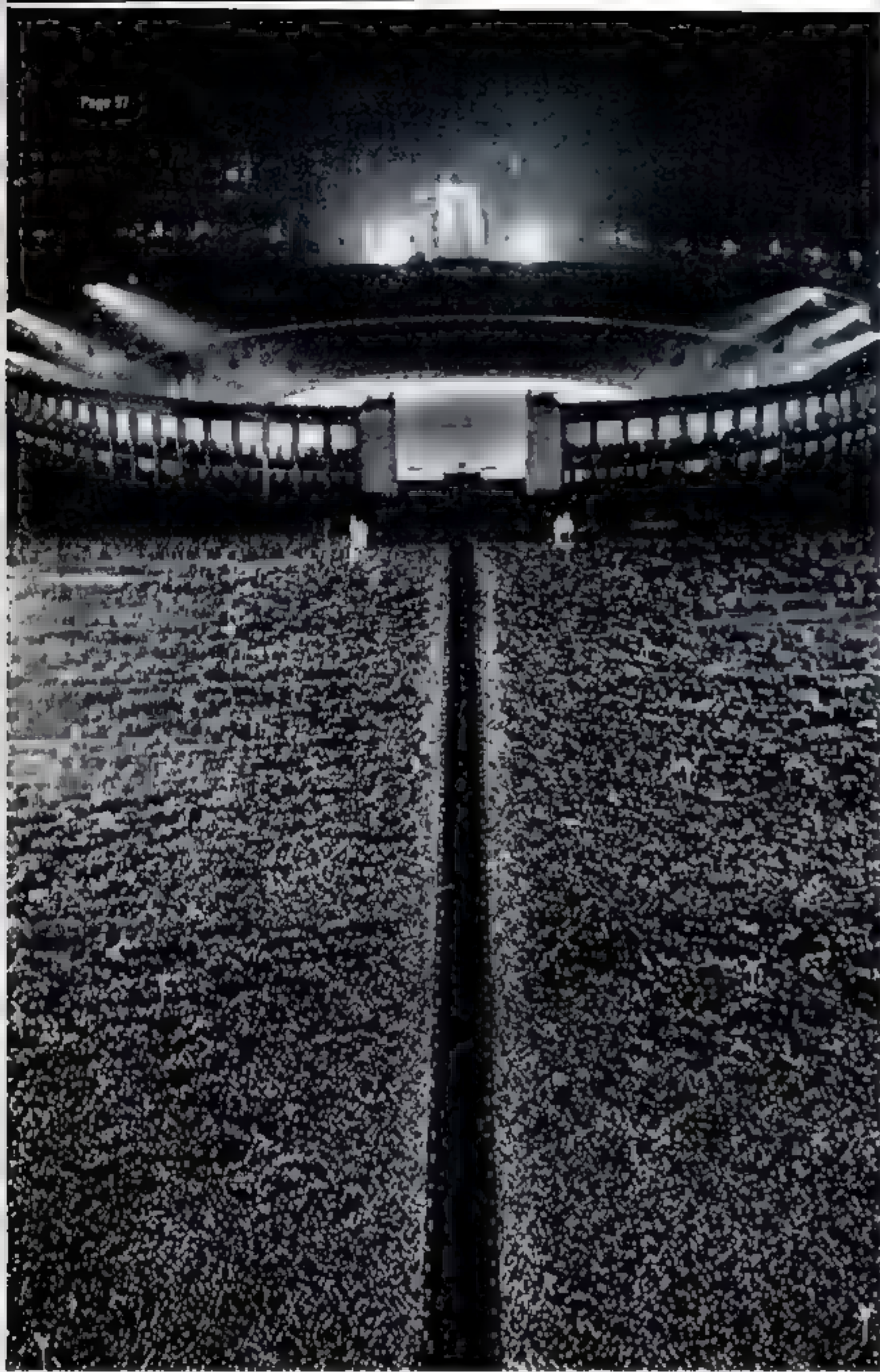
Two Dictators, looking curiously less impressive than either one by himself, march out of the Munich station followed by their Foreign Ministers von Neurath and Ciano and the whole intermixed Fascist and Nazi hierarchies, all but one uniformed.



AT BERLIN'S MAY FIELD A PAID AUDIENCE OF 2,000,000 WAITED ALL DAY



"Nazi martyrs" tombs in Munich get a wreath from Mussolini on Sept. 25. Police bullets in 1923 killed the Nazis in the crypts during the Munich "beer-hall putsch" that failed, while Hitler either fell or was pushed to the ground. Such wreath layings were quite a bore to Mussolini in Germany.



AT NIGHTFALL THE TWO DICTATORS AND A CLOUDBURST ARRIVED TOGETHER



War maneuvers was the entertainment supplied Mussolini by Hitler, Sept. 26, in the Baltic province of Mecklenburg. The troops were the German Class of 1935, just joyfully finishing their conscript two years. Mussolini was impressed, asked to see also the great Krupp munitions works at Essen.



Recess before the great speech night (see left) was a lunch at the hunting lodge of No. 2 Nazi Goering (white coat) and his strapping second wife, No. 1 Nazi hostess, nee Emmy Sonnemann, at whose marriage in 1935 Hitler was best man.



Fran Goering (above and at top), met Clumer Mussolini for the first time. She was Prussian State Actress before her marriage to Goering in 1935, is so far childless. On Mussolini's chest is the German aviation Cross of Honor just given him by Goering.

One dictator by himself is impressive, even terrifying. Two dictators side by side are funny, because the two pretenses of omnipotence are mutually contradictory. When Mussolini and Hitler met in Germany, as shown on these pages, the two suddenly reminded observers of a hard, little old woman marching with a priggish boy. Said Mussolini in his speech at the Olympic Stadium's May Field, "When one finds a friend, march along with him to the end." But there is no doubt that when Dictators meet they can make big talk. One subject supremely interesting to them both, though little thought of in the U. S., is little Austria. Both Germany and Italy want to dominate Austria, but the Austrians are racially German and so Mussolini may have decided that Hitler has prior rights. Only events will tell. One immediate effect of the Hitler-Mussolini meeting was that Mussolini was impressed, as Italians always are, by the Nazi German military efficiency. At right is shown his farewell to Hitler. Another effect was a wave of awe over the impressionable Balkan nations.



THE CAMERA OVERSEAS: THE ANCIENT CITIES OF FRANCE VOTE ON THE POPULAR FRONT



Eleven million Frenchmen: a) in Paris, b) on farms, and c) in ancient provincial towns like Toulouse (*above*) voted Oct. 10 on the Popular Front program. Toulouse, a Socialist stronghold in southwestern France, is one of the three most beautiful cities in France.

The great Church (*foreground*) is St-Sernin, biggest and most perfect Romanesque building in France. In the background, left of the open square, is the town hall where presides Toulouse's ruling board of magistrates. The river Garonne is off the right of the picture.



Premier Camille Chautemps (*pointing*) rushed to the scene of the Paris-Lyon-Mediterranean Railway wreck, July 29, shown on opposite page. The man with the beard is Minis-

ter of Interior Marx Dormoy, in right foreground is Minister of Public Works Henri Queille. Just a month later Chautemps' Cabinet nationalized the French railroads.

On Oct. 10, every city and hamlet in the ancient land of France voted for Councilmen. Usually unimportant, these canton elections are being seriously fought this year. Significant it was that on Oct. 1 the Popular Front parties who have brought France ever closer to Socialism suddenly went conservative. To their workers and small bourgeois followers in such cities as Toulouse (*above*) they announced that French workers must work harder to make up for their new 40-hour week, must not use the destructive sit down strike and promised that the Government would suppress "foreign agitators," support nonintervention in Spain and oppose exchange control. This was all heartily reassuring to Frenchmen of property and a play for the middle-of-the-road voter who decides elections.

For one group of rich Frenchmen this reassurance came too late. For on Aug. 31 to everyone's astonishment, the Government had fulfilled its promise to nationalize the French railroads, by taking 51% of their stock. The five great French roads, perpetual money-losers subsidized by the Government, were run by six families of France's ruling "200 families," in a vicious system of holding companies. Their notorious inefficiency was partly accounted for by the existence of frontier branches useful only in War. Only last July a new wreck added to French railways' deplorable record (*see opposite page*).



Midnight, July 29, a French P.L.M. express train roared down from the top of this picture at Villeneuve-St. Georges, 15 miles outside Paris, carrying several carloads of pilgrims

to the Lourdes shrine. Confused by a series of orders and counterorders, the switchman crazily threw the switch just as the locomotive's wheels hit it. What happened to the

locomotive may be seen in lower centre. The cater-cornered steel car smashed an intervening wooden coach, killing 28, injuring 50. The train (at left) is removing wreckage.

THE CAMERA OVERSEAS: FIVE ROYALTIES: DUTCH, BULGAR, SWEDISH, DANISH AND ENGLISH; AND

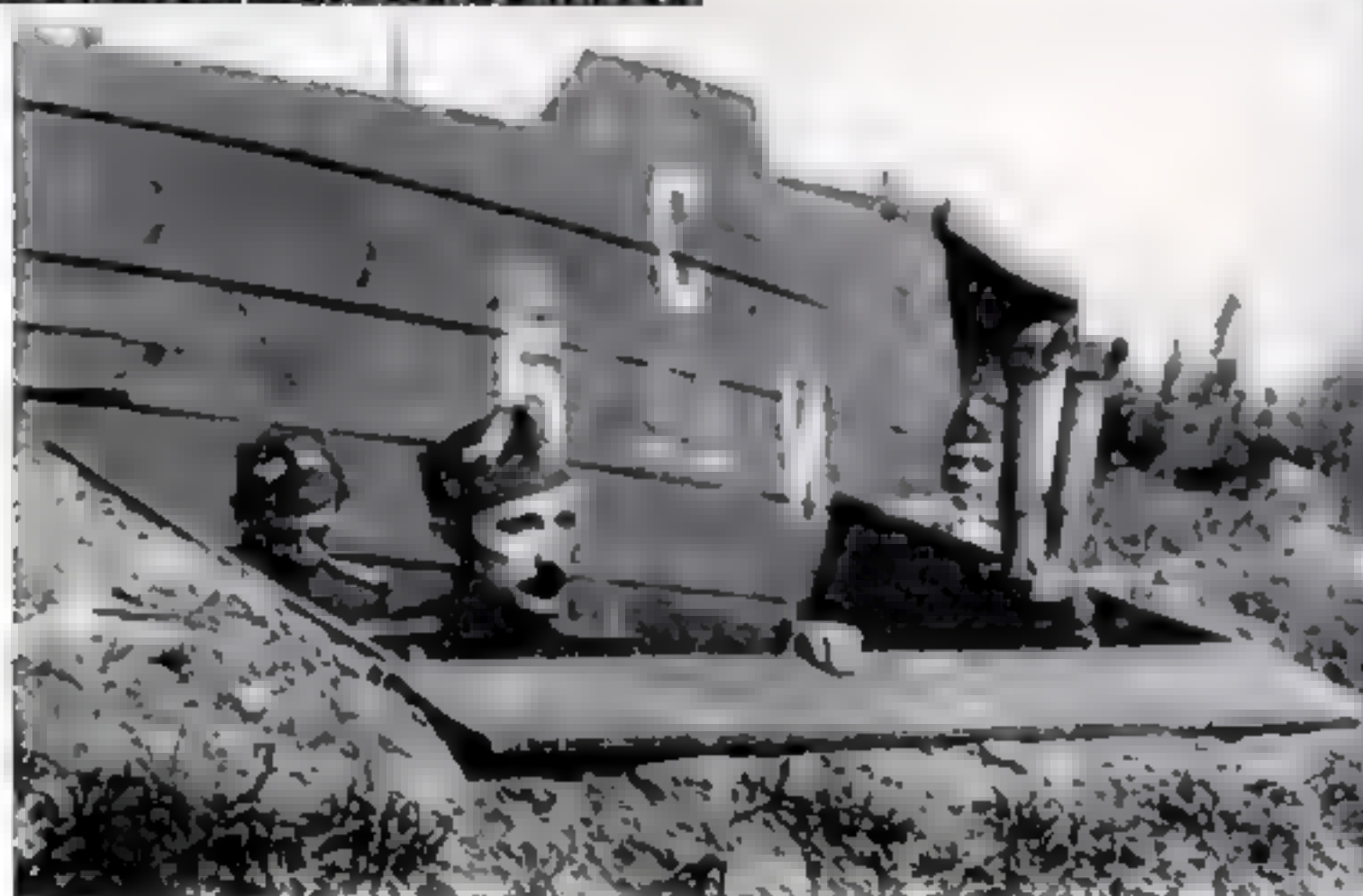
DUTCH QUEEN OPENS PARLIAMENT



Dutch lawmakers waited around the empty throne in the Ridderzaal ("Hall of Knights") in The Hague, Sept. 21, for Queen Wilhelmina. Directly facing the throne sits patiently the Dutch Cabinet of Premier Hendrikus Colijn whose conservatism was heartily endorsed by voters last May.

The entry of Queen Wilhelmina to open the Dutch Parliament, photographed for the first time from behind the throne by LIFE's Photographer Erich Salomon. Behind the Queen, Chairman van Embden of "Reception Committee"; foreground, Grand Mistress of Court van Sandenburg.

BULGAR KING, SWEDISH PRINCESS



Bulgaria's King Boris bobbed suddenly out of an observation box at his Army's autumn maneuvers, Sept. 27. Behind him is his brother Cyril. Little-known is the fact that Bulgaria, like Germany, Austria and Hungary, has also reneged in violation of post-War treaties.



Swedish Princess Margaretha Desirée Victoria, whose names were picked out by a Swedish Cabinet, leaned from her car, Sept. 15, to watch a Swedish Army parade in Stockholm. Only daughter of the eldest son of the eldest son of King Gustaf, she is nearly three.

THE WINDSORS & HOUSING



Exile in Austria grew unbearable to Edward, Duke of Windsor, and Sept. 25 he left for Paris, announcing his plan to study housing in the U. S. and Germany. Above, he and his Duchess stretch their legs on the Munich station platform. Mustache (at right) is Equerry Dudley Forwood's.



At Paris, the Duke of Windsor scolds cameramen who followed him and the Duchess to a dressmaker's shop. However, Windsor looked well and happy after getting permission from British Government to visit U. S. and Germany, supposedly by threatening to visit Britain.

A PRIME MINISTER'S WIFE, PLAY THEIR PARTS



On the Dutch throne, bearing House of Orange motto ("I will maintain"), the Queen reads speech, written by Premier Colijn, plumping for rapid rearmament. Three days later Colijn moved to increase the number of Dutch conscripts.



Two Dutch greybeards caught by Photographer Salmon afterwards were Amsterdam's Mayor de Vlucht (right), Minister of Education Slotemaker de Bruine.



Premier Colijn (left) chats amicably with two discarded Cabinet members—Minister of Justice van Schaik (centre) and Minister of Public Works de Jeu de.



Europe's longest bridge was opened by Denmark's King Christian X on his birthday, Sept. 26. It cost \$10,000,000 and connects three Danish islands, shortening the trinitime from Copenhagen to Berlin by an hour. Above, the first train.



The second train across Denmark's new Storstrom Bridge (10,432 ft. long) was the King's. Notice archways for navigation.



King Christian X of Denmark (right) saluted his new bridge. At left is his eldest son and heir, Crown Prince Frederick; centre, Niece Caroline Mathilde.



Housing for the poor is also a concern of Britain's Prime Minister Chamberlain who Sept. 28, sent his wife to open this London model tenement.



The Prime Minister's wife, Mrs. Chamberlain, graciously took tea with a tenant of one of 24 model tenements in North Kensington built by the Church Army Housing Organization. Most of the tenants have big families. The Chamberlains have two children.



Lord Baldwin of Bewdley, who made Edward VIII the Duke of Windsor, was in Switzerland with Wife Lucy, Sept. 22, setting off to climb an Alp.

THE CAMERA OVERSEAS: "MURDER WITH BOMBS FROM THE AIR" IS MODERN WARFARE



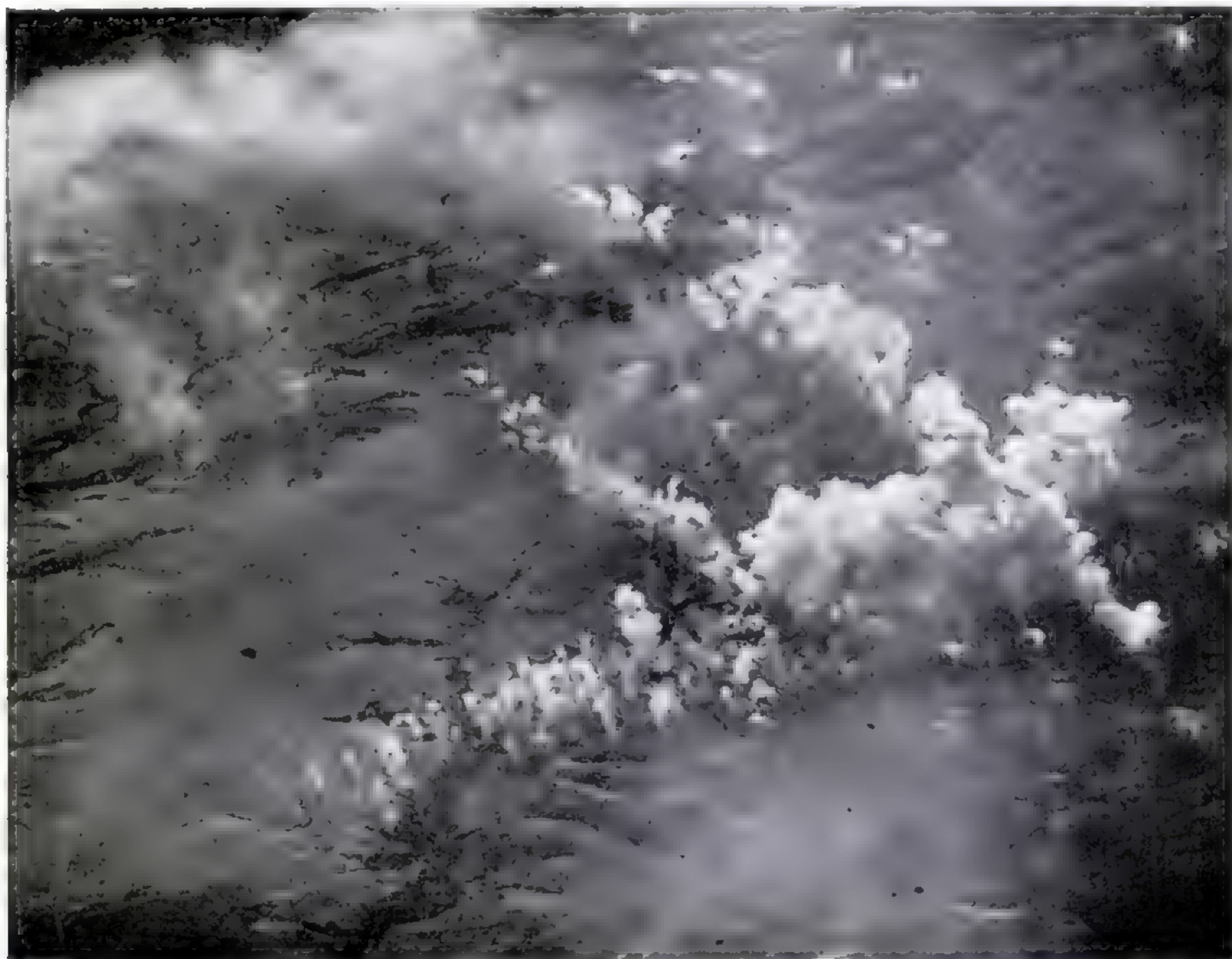
Italian planes set out to bomb Loyalist Spain. These are Savoia-Marchetti bombers, Squadron P-9, commanded by an Itmann Major Muth. On Sept. 23, Italy hinted to

Britain she would send no more troops to Spain but on Oct. 4, it appeared that Mussolini had sent to Spain some of his crack bombing squadrons and his aviator-son Bruno.

Until 1914, wars were fought by professional armies who were expected to spare civilians. The World War put whole nations in jeopardy, as in the Allied blockade and starvation of Germany. But professional Army men still tried to spare nonresisting civilians, made no attempt to fight a house-to-house defense in great cities like Lille and Antwerp. Today the civilian is all the way into the war and professional Army men elect to defend cities like Shanghai and Madrid. What makes nations at peace particularly contemptuous today of nations at war is the air bombing of civilian populations where there is no purely military objective, yet modern war makes the whole nation a military objective.

If President Roosevelt tries to punish the Japanese for bombing civilians, he should logically apply the same rule to the Spanish Civil War. And this is precisely what Britain's Prime Minister Chamberlain (see p. 27) would like him to do, thus getting U. S. support in getting Italy out of Spain.

On this page are pictures just released by the Spanish Rebels, of their Italian Savoia-Marchetti bombers bombing the little town of Villanueva de la Cañada (New City of the Vale). This is a purely military bombing to which nobody objects legally.



The bomb racks of the squadron (at top) empty on Villanueva de la Cañada in Spain. The Italian bombing squadron from which this picture was taken produced the right-

to-left smoke puffs; another squadron flying at right angles 1,000 ft. higher produced the vertical lines of bomb explosions. Smoke puffs in the air are antiaircraft shell explo-

sions. Villanueva de la Cañada was in Rebel hands until July 9, when it was taken by the Loyalists' great Brunete offensive. A Rebel counterattack recaptured it, Aug. 4.

PRESIDENT ROOSEVELT HINTS AT A JAPANESE BOYCOTT, WHICH MEANS SILK



Japanese silk is the way a U. S. boycott could really hurt Japan. For the U. S. buys 85% of all the silk Japan exports. The scene (above) is one of the thousand cocoon markets scattered over Japan's farmlands where farmers or their wives (with babies) bring their cocoon crop, spread it out on the floor and sell it to reelers' agents. Since the Depression they get almost nothing for it, because the U. S. price of raw silk has dropped from \$5 in 1929 to \$1.68 today. Partial rea-

son for this is rayon, of which the U. S. and Japan are the world's No. 1 and No. 2 producers. Question is whether American women will give up silk stockings and silk underwear, now American middle-class "necessities," for a moral and political boycott. The merchandising debate between Silk and Rayon is a bitter one. Both have the same cellulose base, the one spewed out by the silkworm's mouth, the other spewed into thread by modern industrial machinery



THE CAMERA OVERSEAS: SYDNEY, AUSTRALIA, TRIES TO KEEP OUT OF WAR TOO

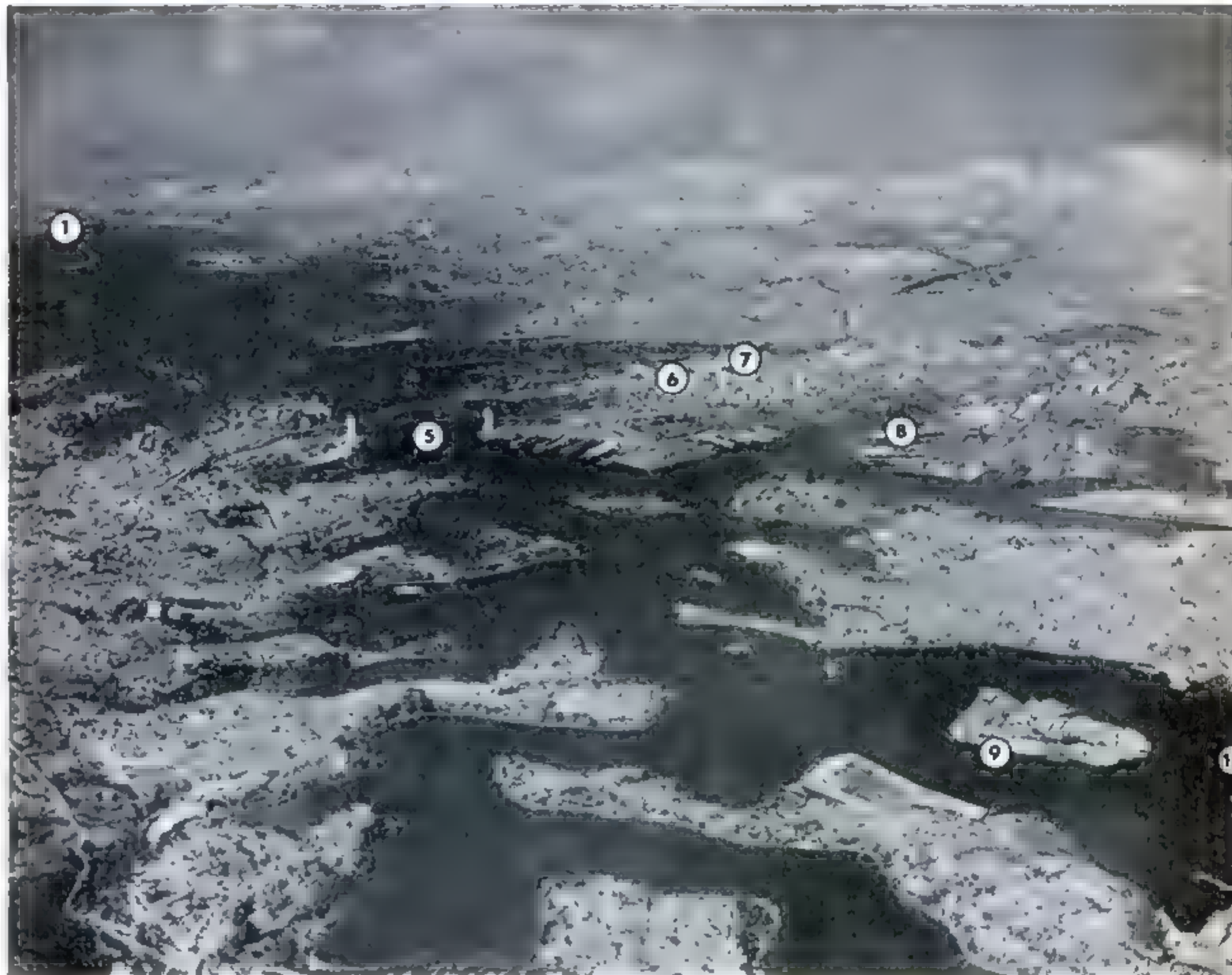
Even more anxious than Americans to keep out of war with Japan are Australians. Biggest city in Australia and one of the best ports in the world is Sydney, shown on these two pages, which celebrates its 150th Anniversary next year. Sydney, too, is bitter about high taxes and party government "reminiscent of Tammany Hall tactics." But Australia's Labor Party leader warned of worse perils when he lately said, "I will not be a party to making Australia a pawn on the international chessboard. The country which can do most for civilization in the years ahead is the one that can stay out of the cataclysm."

Australia's Federal Government is presently in the hands of the United Australia Party, pledged to British Empire defense. Parliamentary elections are due Oct. 23 and the Labor Party (pre-Depression rulers almost wiped out in the 1931 and 1934 elections), hopes to come back.

The pictures of Sydney on these two pages, all looking roughly south, prove Sydney's claim to having one of the world's best harbors. The entrance is narrow. The water is uniformly about 40 ft. deep and clear as crystal, the city's sewage being piped cross-country to the Pacific to the left. Fine suburbs line the surplus shores. Two rivers flow into the harbor at the lower right corner of the picture at top. Sydney's population of 1,300,000 is one fifth of Australia's total.

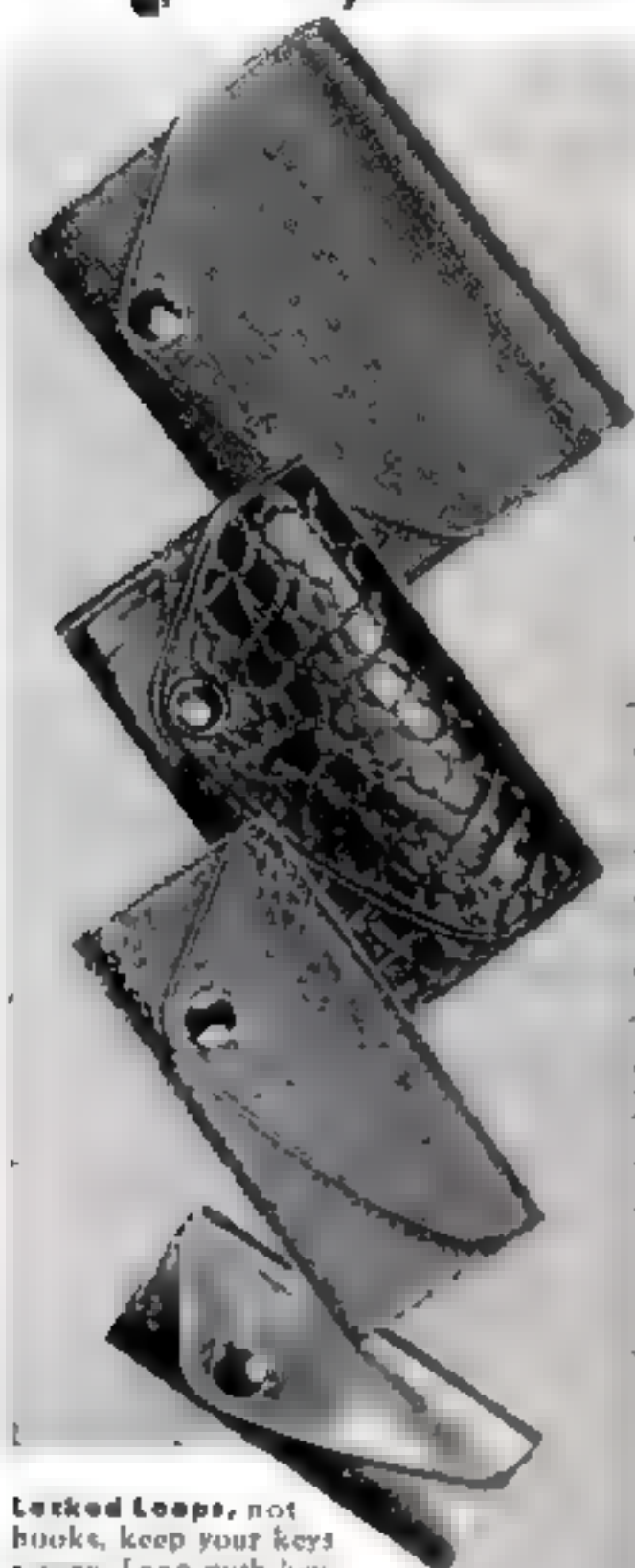
SYDNEY LANDMARKS

- ① South Head
- ② North Head
- ③ Middle Head
- ④ Curl Curl Beach
- ⑤ Sydney Bridge
- ⑥ City
- ⑦ Woolloomooloo
- ⑧ Darling Harbor
- ⑨ Cockatoo Dockyards
- ⑩ Parramatta River



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Private Lives



Mr. and Mrs. George Bates Croel were married in a Reno elopement which their families promptly sanctioned. The bride is a fashion artist, the groom a photographer for the 1939 San Francisco

Exposition of which his father is Commissioner. His mother, Actress Blanche Bates, regretted missing the wedding since she wanted "to be sure my daughter-in-law read her lines properly."



Rudy Vallée, crooner and Yale graduate, whose divorced wife Fay Webb died Nov. 18, 1936, is having his name linked romantically with that of Gloria Youngblood, movie actress, who is half Chero-

kee Indian. Miss Youngblood says that she and Crooner Vallée will probably be married within three months. Mr. Vallée reports that he and Miss Youngblood are good friends and nothing more.



Mr. and Mrs. Anthony Quinn were married at a Hollywood church ceremony after a brief courtship. She is Katharine De Mille, adopted daughter of Producer Cecil B. De Mille who took her

out of a Los Angeles orphanage when she was 9. Acting in the movies like her Irish-Indian husband, Mrs. Quinn enjoys swimming, tennis, music and parties where people dress in funny clothes.

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CONTINUED ON PAGE 107

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Private Lives (continued)



Barbara Bannister, who appears in contrasting costumes (above), had William Moore, son of famed Restaurateur Dinty Moore, hauled into court for blacking her eye shortly after they met



at El Morocco (see p. 114). Mumbled Mr. Moore, who was once accused of punching a customer in his father's restaurant, "I humbly apologize." Smiled Miss Bannister, "I think I'll accept it"



Oscar Tschirky, whom tact and ability plus skilful publicity have made the country's No. 1 hotel host as "Oscar of the Waldorf," here kisses his wife Sophie at their golden-wedding ban-

quet at the Waldorf-Astoria where 1,200 guests consumed brook trout, partridge, champagne. Smiled Oscar: "The success I have gained in my 44 years with the Waldorf I owe to my dear wife."

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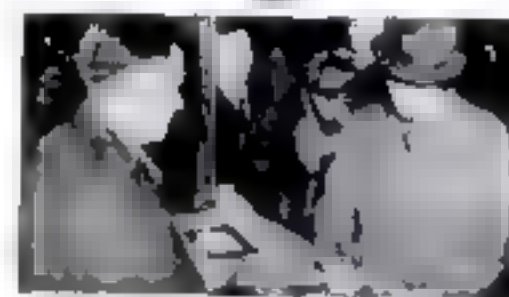
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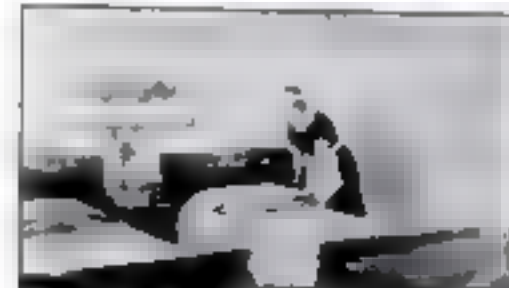
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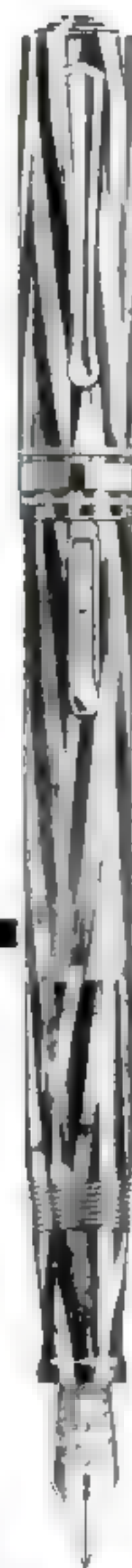
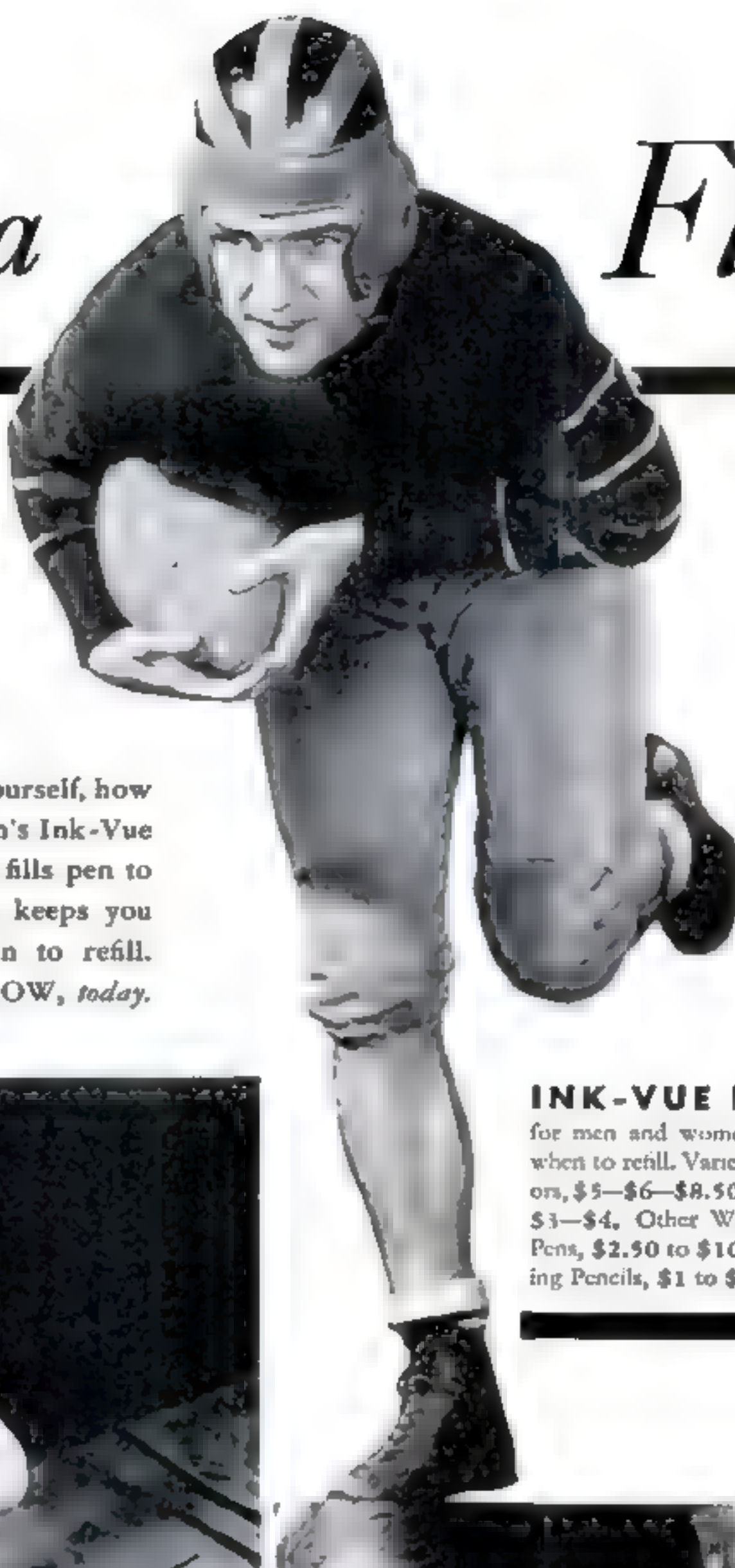
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Match a Waterman's with any other pen. See, for yourself, how fast it starts. Size for size and price for price, Waterman's Ink-Vue Pens also hold more ink. Their Double-Action Lever fills pen to 100% capacity. Their perfected Visible Ink feature keeps you always posted on your ink supply; tells you when to refill. Ask your dealer to show you this pen of TOMORROW, today.



INK-VUE PENS

for men and women. Show when to refill. Variety of colors, \$5—\$6—\$8.50. Pencils, \$3—\$4. Other Waterman's Pens, \$2.50 to \$10. Matching Pencils, \$1 to \$5.



(Above) Tiny tweezers, a magnifying glass and a woman's deft fingers match, then fuse, costly hard iridium granules to Waterman's Super Points. Fast, sure writing action and long life result.



(Right) Again under powerful magnifying glasses, Waterman's Super Points are shaped and finally polished. The artisans to which these delicate final touches are entrusted know but one standard and that's perfection.

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... if you're tall

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● Accept fashion's challenge to your legs with a high heart ... and a dozen pairs of *Belle-Sharmeer* Stockings. Wear your short, short skirts with aplomb ... knowing that your *Belle-Sharmeers* are sleek as a whippet from the garter line down. You need *Belle-Sharmeer* Stockings this year. And you'll love them. But do remember that their marvelously perfect fit doesn't just happen. It's the result of super-accurate proportioning ... of real *leg sizes* for small and tall, middling and plump. Leg sizes that are not only graduated in length but individually sized in width at ankle, calf, knee and top. That's why *Belle-Sharmeer* Stockings are so very different ... so much

lovelier. That's why you'll see them wherever you see smart legs. And you're going to see lots of legs! *Belle-Sharmeer* Stockings are exclusive with one fine store in each community. Let us send you the name of the one nearest you. Write Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana.

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in all leg sizes

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Ah! Now
you've discovered
my weakness



And it's everybody's weakness, too—once they taste the tantalizing flavor of this tempting, golden juice!

Its healthful, zesty tang comes straight from luscious, field-ripened pineapples, grown DEL MONTE's way—that fresh, refreshing flavor from DEL MONTE's years of experience in canning quality fruits and juices.

Next time you order any DEL MONTE Product, let it remind you to include this sparkling favorite. Be sure of plenty, too. Its tropical goodness is hard to resist!



IT'S *Del Monte*
PINEAPPLE JUICE

PURE • NATURAL • UNSWEETENED

DOG EVICTED FROM MASTERPIECE



When the Brooklyn Museum acquired the *Garden Scene* (above), in 1934, there was doubt as to whether it was an authentic Pieter de Hooch painting. They doubted the dog, basket and vines on the house which seemed to be newly painted. After a careful microscopic test the Museum authorities discovered that these picturesque details were painted in during the 19th or 20th Century. They promptly removed the dog and other additions, found that the rest of the canvas was genuine. At left is partly cleaned picture. Below is the scene as painted by the Dutch artist in the 17th Century, without dog, basket and vines, in dog's place, a brick.



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Life Goes to a Party

With Café Society at the Opening of two Night Clubs



Long Island had its "little season" last month when girls from the best families were presented to society in an atmosphere compounded of Japanese lanterns from Wadley & Smythe, \$1,500-an-evening orchestras, champagne, creamed turkey, and stags getting drunk in Father's library. On Oct. 23 at the Tuxedo Club, the Tuxedo Autumn Ball, larger than ever but still circumspect, will bestow a certain kudos on 150 debutantes from New York and Boston and Philadelphia.

The larger, gayer, less selective, older group that constitutes café society began its seasonal Manhattan sittings not in private houses nor private clubs but in public night clubs where entertainment ranges from the Plaza Persian Room's tap-dancing Paul Draper (LIFE, Oct. 4) and the Savoy Plaza's ditty-singing Dwight Fiske to the simple pleasure of gazing at one's rhumba-ing neighbor at Sherman Billingsley's Stork Club or John Perona's El Morocco.

In the next few months, nightly sittings of this exhibitionistic group will be reported by columnists and illustrated by thousands of photographs exactly like those on these pages.

Determined not to be bored, the leaders of this group turn up night after night like figures on a frieze. Two of their more important early-season appearances were at the opening of the St. Regis' Maisonette Russe, and of El Morocco the following night.

LIFE presents scenes from these two openings,—a gallery of the hedonists for whom these two places constitute the ultimate in a pack-jammed after-theatre coziness where outsiders are cold-bloodedly discouraged by poorly-placed tables and by \$3 cover charges which no one on these pages would ever be expected to pay. Distinctive characteristic of the Maisonette Russe—*shashlik*-bearing Russian waiters (above).

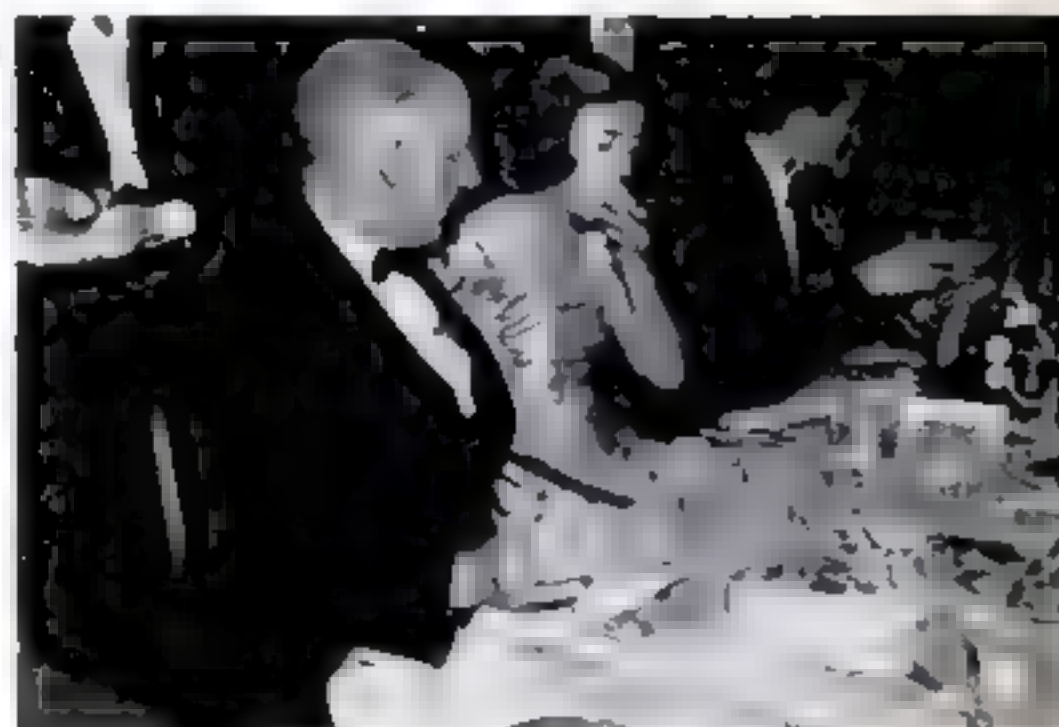
Distinguishing symbol of El Morocco is its "zebraskin" upholstery (right), cleverly calculated to make the knowing reader realize just where anonymously-captioned newspaper pictures of El Morocco celebrities were taken.



Opening Night at the Maisonette Russe



Prince Serge Obolensky, who was once married to Vincent Astor's sister Alice, inaugurated and now runs the Maisonette Russe in his ex-brother-in-law's Hotel St. Regis. Here he chats at the opening with Indian Princess Brinda of Kapurthala.



Raymond Moley and Surgeon Harvey Cushing's daughter Mary are great friends of Hotelman Astor. As receiver for the bankrupt St. Regis in 1935 when Astor bought it, Mr. Moley speedily turned red ink into black.



Mr. and Mrs. Bertrand E. Taylor Jr. share a table with Mrs. Margaret Emerson (see p. 120) and M. Dorland ("Larry") Doyle. A broker, Mr. Taylor is called "the best-dressed man in Wall Street." His wife, the former Olive McClure, was an actress.



Muriel Richards and Fiancé Warren Pershing, facing, were feted by her grandfather Jules Buche (right) who made a fortune in Chrysler stock. At his right is Adelaide Brooks whose husband fell from a window last year.



Louise Iselin of a famous social family plays crack golf; unlike most women in café society, belongs to the conservative Colony Club. With her is Stuart Symington, Long Island sportsman, whose wife Eve will sing again this year at the Waldorf.



Princess Ketle Mikaladze, an exotic Georgian known for her chic, is the negligee buyer for famed Cosmetician Elizabeth Arden (at right). Between them sits Russell Edson who is vice president of Mack Trucks, Inc.



Winston Guest, his hand bandaged from a polo accident, is protesting against having his picture taken. With him are Mrs. Barclay Douglas who was born an A. & P. Hartford and Broker Earl E. T. Smith who was once married to Consuelo Vanderbilt.



Mrs. John R. Fell, as orphaned Fifi Laimbeer, was given a party by the late Mrs. Graham Fair Vanderbilt and remembered in her will by the late Mrs. Mortimer Schiff. Randolph Burke does promotion for the Hotel Pierre.

Opening Night at El Morocco



The press at El Morocco's opening was represented by (left to right), *Daily News*'s Nancy Randolph (Ines Callaway Robb), *Herald Tribune*'s Lucius Beebe, Mr. Hearst's Maury Paul, N. Y. *Post*'s Gloria Braggotti.



Young unmarrieds (left to right): Pittsburgh's Frances Weir whose uncle is Steelman Ernest Weir, Pierre Lorillard Barbey of Tuxedo Park, Rebeckah West of St. Louis, popular Prince John de Bragança whose mother was a Rhinelander Stewart



Newport, sometimes in evidence in café society, was surprisingly represented by Robert Goelet (hand to chin) and his wife (far right). Because the crowd was so great, this scion of New York's No. 1 real-estate family was placed at a small table in back.



Indian wealth was represented by Princess Brinda of Kapurthala who had attended the Maisonetto Russe opening night before (opposite). Daughter-in-law of the Maharajah of Kapurthala, she was married at 15.



Hollywood luminaries were Mr. and Mrs. Jack Warner whose new home in California is embellished with suede-covered walls and a velvet-covered ceiling in bedroom. A New Orleans girl, Mrs. Warner sported a tremendous cabochon emerald



Man-about-Town Richard B. W. Hall, stockbroker (Winthrop Mitchell) who inherited \$250,000 from his ex-wife's father Mortimer L. Schiff, escorted Mrs. Foster Douglas whose ex-husband Barclay Douglas's current wife appears on opposite page.



Younger generation Old Guard who occasionally go café society are Mr. and Mrs. Robert O. Bacon Jr. Mrs. Bacon was a New Jersey Pyne whose forebears would have thought thrice before appearing in a night club.



Sports and the arts came in the persons of Cobina Wright Jr. who has a Hollywood contract, piano-playing Mario Braggotti who will play at the Nancy Lester party in Washington, Nov. 13, and (centre) Enzo Piermonte, the retired pugilist



Broadway was represented by personable Ina Claire, the only American actress who is altogether *persona grata* in café society. She was accompanied to El Morocco by Writer Carl Van Vechten and Edward Wassermann of the Belgian banking family.



The domestic arts were symbolized by Mrs. S. Stanwood Menken who brought knitting along, put people in their place by saying "Ladies should always wear white gloves." Helping her knit is Escort Roy Riqua.



Mrs. Orson D. Munn, who won fame in a limited circle by wearing a foxtail for a hat at the Colony Restaurant, drops in at El Morocco several times a week, is known for the spirited way she dances the rumba with her remarkably agile husband.



A perfect café society combination of Stage and Social Register are the Dan Toppings. As Arline Judge, she played in the movie *One In a Million*. Her husband is a first-class golfer and part owner of a professional football team in Brooklyn.



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• You'll enjoy El Paso in the winter... with golf, riding, and other sports in warm, dry sunshine... or lazy days in cozy patios. You'll enjoy sights of the southwest, too. Carlsbad Caverns National Park, White Sands National Monument, the famed Rio Grande, mighty mountain peaks, broad expanse of desert and colorful Old Mexico. Come this winter.

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Simply mix 1 1/2 glassfuls of Pluto Water in 4-5 of a glass of water. You'll find this new mixture pleasant. There's no overnight waiting. No painful griping. You get quick yet gentle, thorough action.

So when you need a laxative, be sure—take Pluto Water. Your own doctor will tell you there is nothing better than this non-habit forming saline mineral water bottled at famous French Lick Springs, Indiana. Get Pluto Water from your druggist, and you'll feel worlds better quickly.



PLUTO WATER
When Nature Won't—Pluto Will

Life's Party (continued)



El Morocco's palm-embellished room seats 240. At the recent opening some 600 packed the place so that dancing was impossible for several hours. Owned by publicity-wise John Perona, Morocco's weekly house organ of chit-chat goes to 3,500.



The St. Regis Maisonette Russe is run by Prince Serge Obolensky (above). Member of Tsarist Russia's No. 1 family, he is responsible for the Russian atmosphere. Less consistent than Morocco's following, its clientele is only spottily smart.

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Your dealer sells them all—GLOVER'S Double Action CAPSULES—a new addition to our line of worm medicines—remarkably effective in expelling Round Worms (Ascarids) and Hook Worms in puppies and dogs; the popular GLOVER'S ROUND WORM CAPSULES, GLOVER'S VERMIFUGE (liquid, for Round Worms (Ascarids) and GLOVER'S TAPE WORM CAPSULES.

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Meanwhile remember that FAS-TEETH the new alkaline powder holds plates firm and tight the whole day through. Can't sweep out from under the plate. Sweetens breath, because it's alkaline and it's you eat talk and laugh in comfort look and act natural. No gammy, pasty taste or feeling. Sprinkle lightly on upper or lower plates and forget you wear them. Get FAS-TEETH from any drug-gist.



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if you haven't tried
GREEN RIVER



Make your next drink **GREEN RIVER**

BLENDED WHISKEY—THE WHISKEY WITHOUT REGRETS

90 Proof...the straight whiskeys in this product are 1 year and 6 months old or more, 25% straight whiskey, 75% grain neutral spirits: 15% straight whiskey, 1 year and 6 months old, 10% straight whiskey, 8 years old

OLDTYME DISTILLERS, INC., Chanin Building, New York, N. Y. . . Distilleries located at Maryland, Kentucky and New Jersey

TONGUE BITE Comes Out



If You Want Proof Try It At Our Risk

TONGUE Bite is the bane of pipe smokers and Edgeworth has found a way to remove it.

The use of the finest Burley Tobaccos will not prevent tongue bite. It's Process-Aging that does it.

Our method is **PROCESS-AGING**—a process as vital as the aging of old wines. There are twelve required steps, each under strict control. It takes 4 to 7 times longer in the factory than might seem necessary. But in no other way can we guarantee that Edgeworth will not bite the tongue.

And Process-Aging helps hold natural moisture in tobacco. Thus pipes are kept cooler—excessive hot, dry smoke is virtually done away with. Poke your finger in the tin and feel that extra moisture.

Try Edgeworth... if it bites your tongue, return it and get your money back. You can't lose.

NOTE: There are three kinds of Edgeworth for you to choose from:

1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco, cut for pipes only.

2—Edgeworth Junior—the same tobacco also "Process-Aged", but matched to the mildness of your favorite cigarette and cut for both pipes and cigarettes.

3—Edgeworth Plug Slice—1. Fits your vest pocket. 2. Compactly pressed. 3. Ideal for outdoor smoking. 4. Crumble to your choice of cut.

**EDGEWORTH AND
EDGEWORTH JR.**

*Smoking
Tobacco*

Life's Party (continued)



Glamor Girl Lucy Saunders who came out in 1933 was at El Morocco's opening as she is at most cafe society first nights. Like Eleanor Young (below) she summers at Newport, wears her hair in the long bob which Greta Garbo made glamorous.



Glamor Girl Eleanor Young, who came out in 1936, is a daughter of rich Robert Young who hails from Texas, won a Social Register listing this year. Recently Eleanor ceded her title as No. 1 Glamor Girl to Gloria Baker, for whom turn page.

CORNS



ENDS PAIN INSTANTLY

In one minute pain is gone—forgotten! That's how quickly Dr. Scholl's Zino-pads give relief. They soothe, heal, protect; lift nagging shoe pressure off the irritated nerves; prevent sore toes, blisters; make new or tight shoes fit with ease.

Remove Corns, Callouses
Separate *Medicated Disks* are included in every box of Dr. Scholl's Zino-pads for safely removing corns or callouses. Sizes for Corns, Callouses, Bunions, Soft Corns between toes. Cost but a trifle. Sold everywhere.

FREE FOOT BOOK and Sample of Dr. Scholl's Zino-pads (Corn Size)—Address Dr. Scholl's, Inc., Dept. 49, W. Schiller Street, Chicago, Ill.



CALLOUSES



BUNIONS



SOFT CORNS

**Dr. Scholl's
Zino-pads**

Put one on—the pain is gone!

MAKE MEN FALL IN LOVE WITH YOUR SMILE

If you think dingy-looking teeth are inherited, impossible to change, try this new discovery (U. S. Pat. 1968858). Write for free sample. Worcester Salt Co., Dept. 52, 40 Worth St., N. Y. City.



**Worcester Salt
Toothpaste**

It's the One

cough drop medicated with

*Throat
Soothing*

ingredients of Vicks VapoRub





Now, to enrich the harmony of the dining table, the regal loveliness of the Coronation design in Community Plate Flatware is carried to a new and higher expression in Community Plate Service Ware. The flash of simple surfaces in tea set, water pitcher, tray or serving dish, is crowned with an opulence of ornament like that of handwrought silver.

INTRODUCTORY OFFER...To introduce Coronation Service Ware and its perfect harmony with the Flatware, your dealer offers:

CAKE PLATE AND SERVER SET...Regularly \$11.50... \$9.00

For cake or pie service, sandwiches, canapes.

COLD MEAT TRAY AND FORK SET...Regularly \$10.50... \$8.50

For cold meat, hors d'oeuvres, curries, cold lobster

COMMUNITY PLATE CO. LTD.

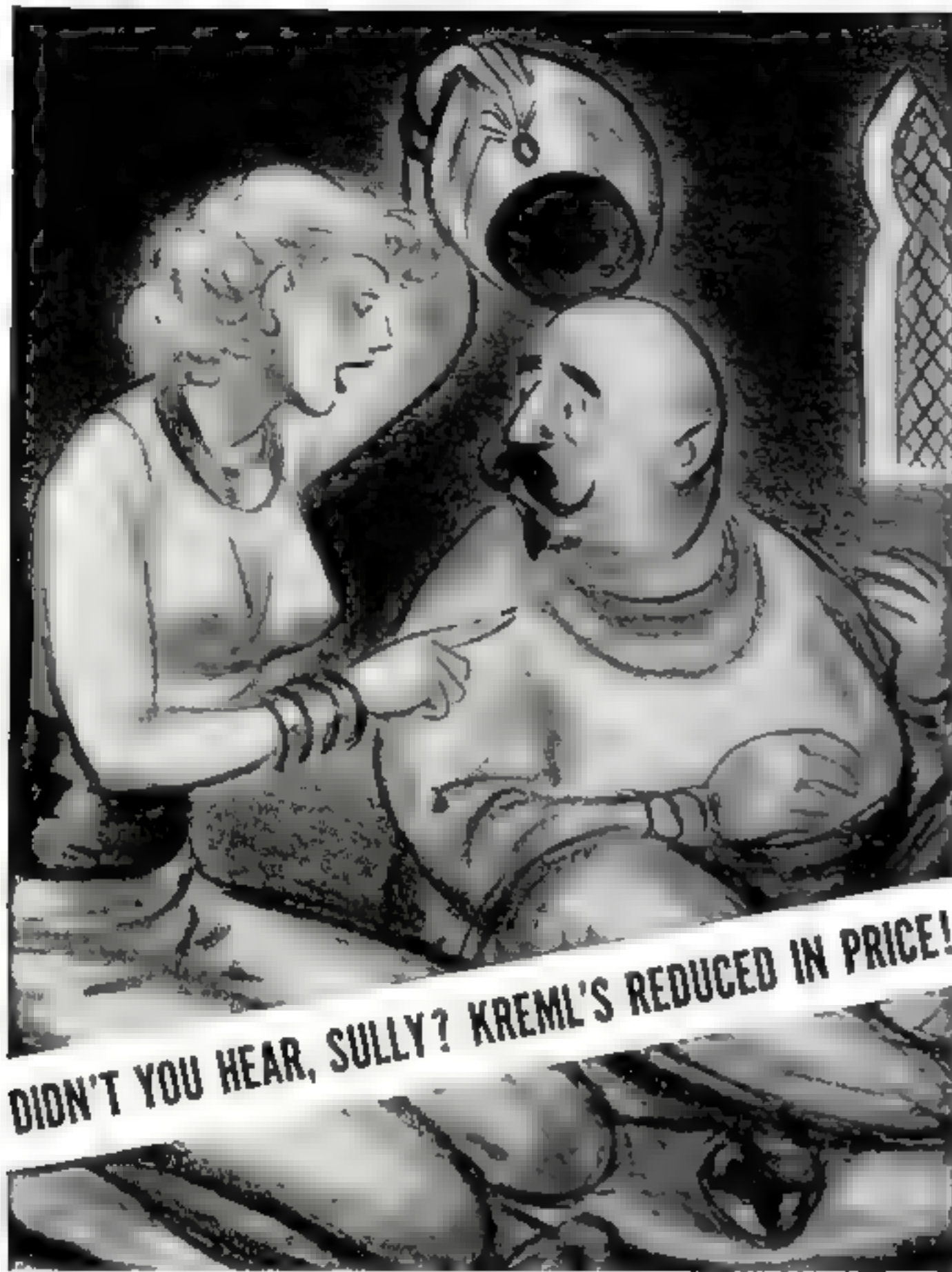
COMMUNITY PLATE

Leadership in Design Authority

Life's Party (continued)

Gloria Baker Is Café Society's Current Favorite

Café Society's No. 1 Glamor Girl today is large-eyed Gloria Baker. At 18, the daughter of Mrs. Margaret Emerson McKim Vanderbilt Baker Amory is said to have more suitors than her mother has had husbands. A tutor predicted when Gloria was only 12 that some day she would "stand them on their ears." At 14, she was as mature as the average young woman of 20. At 15, she began going to night clubs, gambling at Bradley's in Palm Beach, whose doorman never questioned her age. Last month she made her debut at a Long Island supper dance, greeted 1,000 guests, was acclaimed by society reporters as "the most gorgeous gal at the party." In time Miss Baker will inherit a \$10,000,000 fortune, created by her grandfather, Capt. Isaac Emerson of Baltimore, founder of Bromo-Seltzer.



IF you've got your eye on a certain little prettiness . . . Or if you're still in love with your wife . . .

You ought to be tickled pink that Kreml Hair Tonic has been reduced in price.

Because this famous tonic does such handsome things to your hair.

And now you can afford to use it to your heart's content.

Excessive falling hair is checked. Dandruff is removed.

Your scalp feels fresh as a daisy, your hair feels vibrant with life.

And such obedience to the comb! Lustrous and pliable, your hair lays down and lies there.

But Kreml never gives it that greasy, plastered-down look.

"The perfect tonic and dressing," such is the spirit of more than 50,000 letters received from grateful users.

Ask your druggist for Kreml. Call for it in the barber shop or beauticians.

Try Kreml Shampoo, too! It's made from an 80% olive oil base.

KREML



**REMOVES DANDRUFF—CHECKS FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE**





**"BRING 'EM BACK ALIVE
APPLIES TO COCKTAILS, TOO"**

Says FRANK BUCK

"I've seen many a cocktail party sag, 'go dead' while the host disappeared for kitchen cocktail-mixing. . . . Why chance this slump? When guests start to droop it's so easy to 'Bring 'Em Back Alive' with Heublein's CLUB COCKTAILS, ready-mixed in the bottle. . . . ready in a jiffy to ice and pour."

You're right, Mr. Buck. Home cocktail-mixing is too slow and out-of-date for modern hospitality. . . . Especially when one wishes to please each guest with his own favorite variety. That's why considerate hosts always serve several kinds of Heublein's CLUB COCKTAILS, the better-tasting cocktails, that come so conveniently ready-mixed in the bottle. Made of costliest ingredients, few bartenders can match their quality. Not one home-mixer in ten thousand can. . . . From each bottle—with proper icing—you get eighteen to twenty bumper drinks. And what isn't used from an opened bottle keeps indefinitely. Quality considered, they are the most inexpensive drinks for any party.



**HEUBLEIN'S
THE CLUB**

COCKTAILS

YOUR CHOICE OF EIGHT POPULAR KINDS
Martini Medium Sweet (60 proof), Dry Martini (71 proof), Extra Dry Martini (70 proof), Bronx (60 proof), Manhattan (65 proof), Side Car (60 proof), Old Fashioned (80 proof) and Daiquiri (70 proof). At all state operated and other liquor stores. Prepared and bottled by G. F. Heublein & Bro., Hartford, Connecticut

By HEUBLEIN & HARTFORD

his *FEET* make music FOR 6,200 LISTENERS

ACTIVE, expert—the organist's feet tread the pedals, produce unerring harmony. For your feet, Fortune Shoes create their own unerring harmony—of brilliant styling combined with expertly selected leathers, specially lasted for comfort in action. At a price definitely comforting to your pocketbook.

Fashioned of genuine Bison, this Fortune plain toe bal oxford has everything that spells daytime Style this season, plus real Fortune quality and wear. Style specified with this Fall's popular checks, plaids, overplaids, stripes, herringbones and heather mixtures—also plain weaves in the rougher textures.



No. 5643 Genu-
ine Bison
No. 5743 Genu-
ine Bison



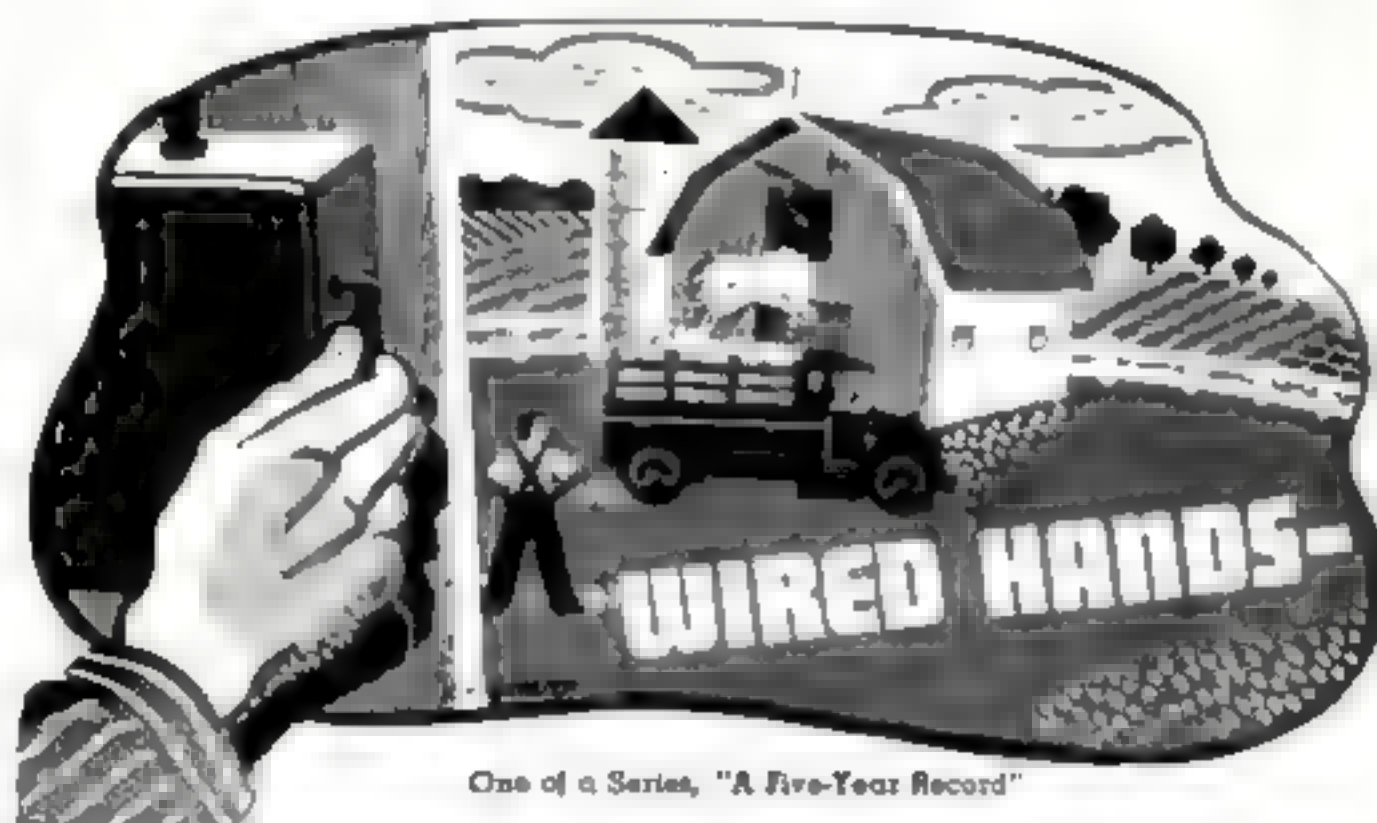
MOST STYLES

\$4



FORTUNE SHOES

SEE THE SIGNED O.K. CERTIFICATE PACKED WITH YOUR FORTUNE SHOES



One of a Series, "A Five-Year Record"

Carry the burden of FARM WORK

MILKING cows, pumping water, grinding feed—these and some 140 other jobs about the farm are being done for increasing thousands of farmers by electric power.

Electric service also improves the lot of the farmer's wife. It gives her the same conveniences which are available to women in city apartments and suburban homes.

20,715 Miles of Rural Line
Since the depth of depression five years ago, companies in the Associated System have accelerated their rural electrification programs. Last year they built 2,777 miles of lines, bringing service to 13,000 farmers and other rural customers.

In all, the System has constructed 20,715 miles of rural line, providing service for 222,281 customers.



ASSOCIATED GAS & ELECTRIC SYSTEM



**land
sakes No!
MY EYES NEVER
BOTTER ME —**

**Because I use
Westinghouse
Mazda Lamps
...they give
better light,
and stay
bright**



Westinghouse

*The name that means
everything in electricity*

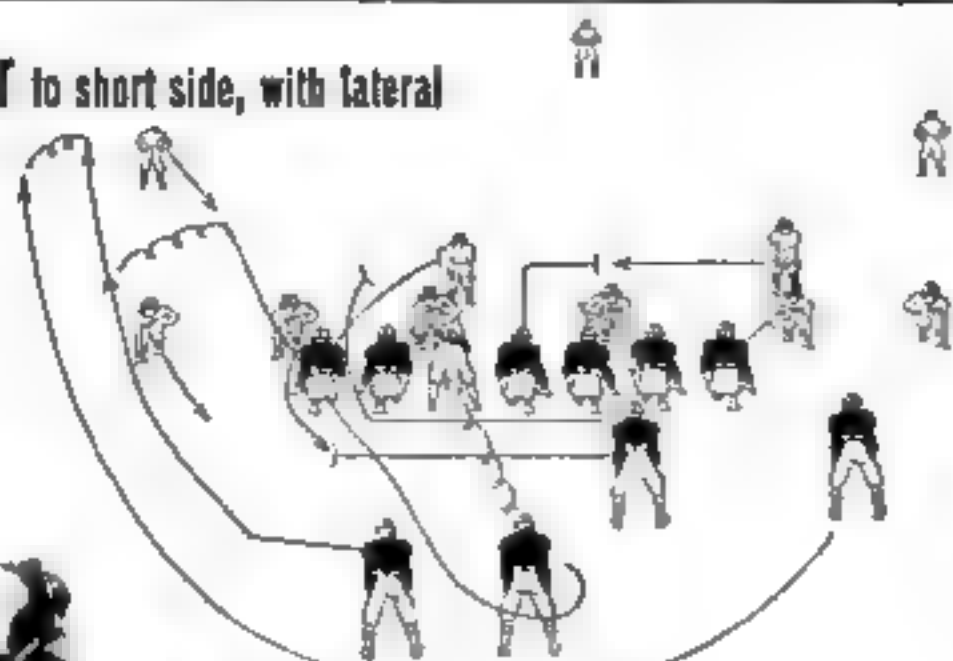
MAZDA LAMPS

HERE'S HOW TO DOUBLE

What's the strategy behind those spectacular plays? What do the referee's signals mean?... Here are the answers and some pointers that will increase your understanding and enjoyment of football.

Fake Reverse Spinner to short side, with lateral

This year's style of effective ground-gaining, employing deceptive maneuvers, timely defensive blocking and the spectacular lateral pass.

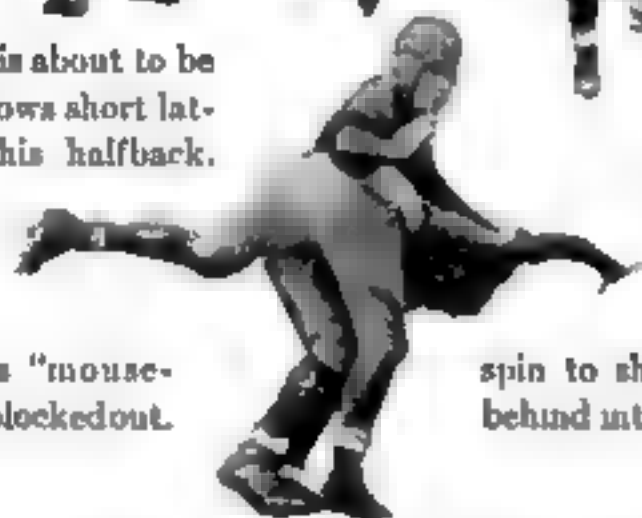


As ball carrier is about to be tackled, he throws short lateral pass to his halfback.



Fullback spins, fakes to wingback who continues deception. Fullback completes spin to short side, carrying ball behind interfering lineman.

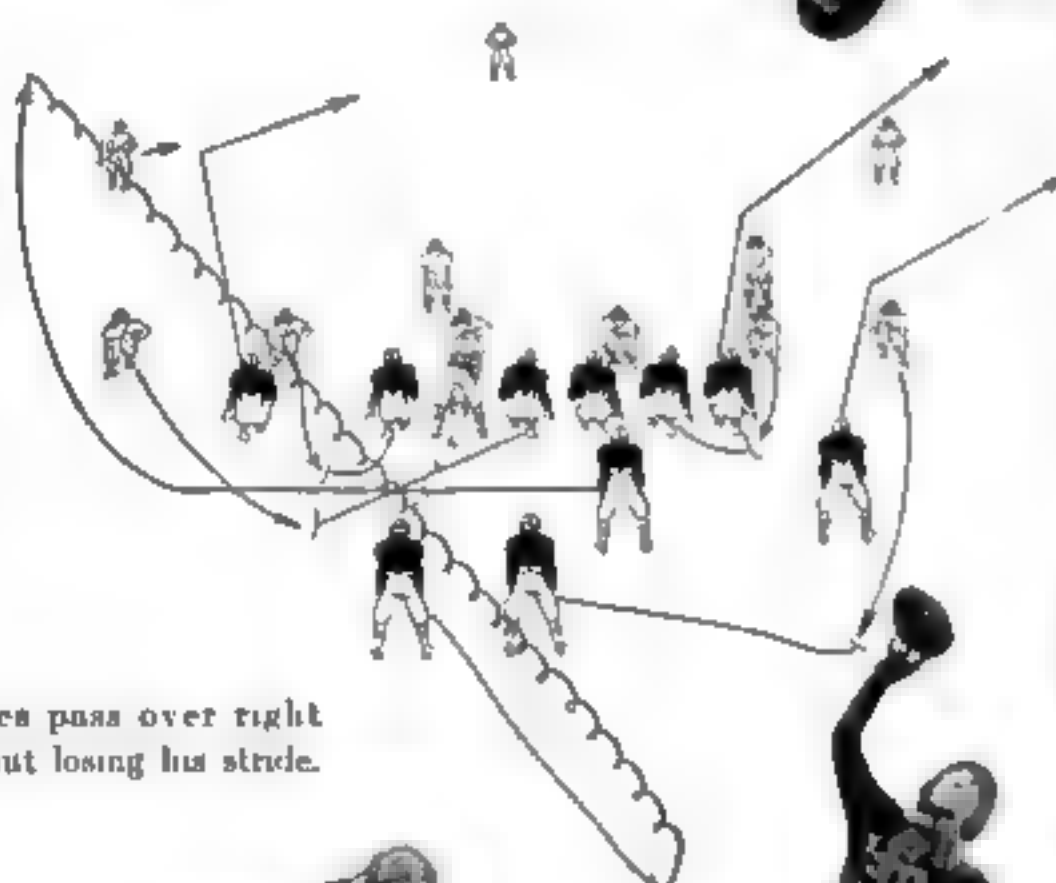
Defensive right tackle is "mouse-trapped"—lured in and then blocked out.



Fullback completes spin to short side, carrying ball behind interfering lineman.

Sideline Forward Pass

A standard play which, when properly executed, should result in a touchdown. Watch for it.



Receiver takes pass over right shoulder without losing his stride.



Passer fakes back and, after threatening a pass to his wide open-field receiver, turns and throws the ball to his quarterback.

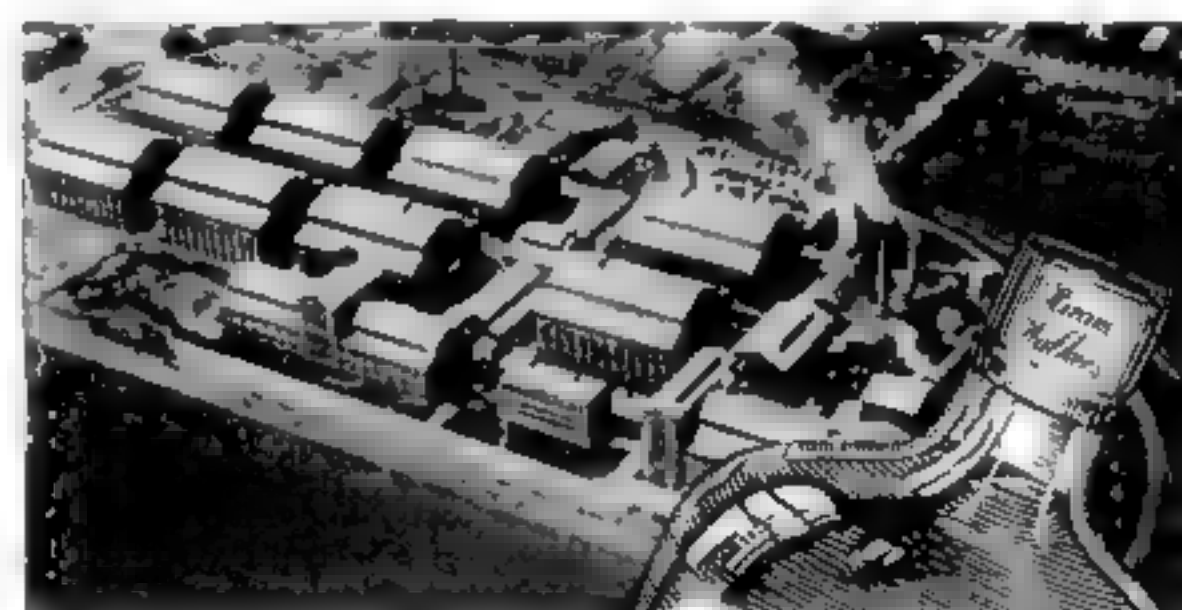
The longside guard comes out of line to protect his passer with an effective block of the defensive right end.

Don't watch the ball To really enjoy football, keep your eye on all possible receivers of a forward pass. There's no more thrilling sight in the game than that of a player leaping in the air with arms and fingers outstretched to snare a high pass!

Arnold Herber

National League football star, who broke two existing records by completing 77 forward passes during the past season, for a total gain of 1,239 yards!

Action photographs taken exclusively for Hiram Walker by Gray-O'Reilly



January is turned into June in Hiram Walker's Peoria distillery, built and equipped at a cost of \$10,000,000. TEN HIGH ripens 12 months a year for two years because perfect whiskey-aging temperature of 75° is maintained the whole year round!



FROM THE
WORLD'S LARGEST
DISTILLERY

Hiram Walker's

YOUR ENJOYMENT OF FOOTBALL!



The punter gets the glory—but the blockers do their share of the work...so be sure you watch them, too! Remember—any punter who makes a reputation for himself by averaging big yardage is getting excellent protection from his team mates. He must be able to have complete confidence in his blockers in order to concentrate on his job of getting the ball away.

Double Your Enjoyment After the Game With TEN HIGH

Get your signals straight and get the straight bourbon with "No Rough Edges"! Sing out for TEN HIGH, Hiram Walker's All-American taste sensation. It's super-smooth and extra mellow. Here's why:

Formerly whiskey matured far more rapidly in summer than in winter. But Hiram Walker's modern weather control maintains summer

temperature the whole year round in TEN HIGH rackhouses...so TEN HIGH mellows every minute of every month for 2 long years!

Try TEN HIGH tonight. Here's a really ripe whiskey at a really right price! Served at your favorite bar—sold at your favorite store... Hiram Walker & Sons, Peoria, Illinois; Walker-ville, Ontario; Glasgow, Scotland.

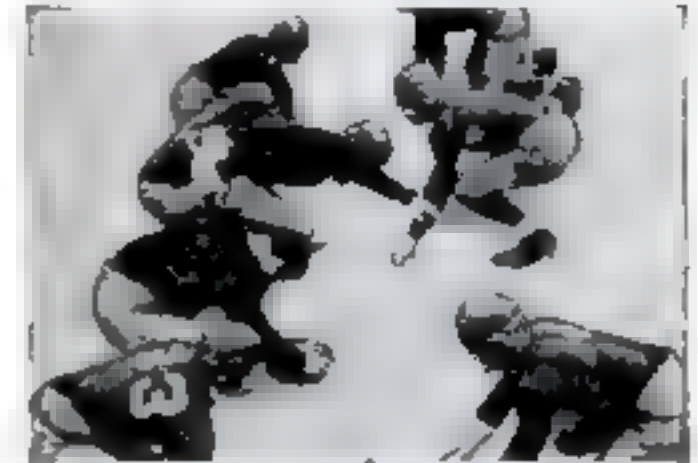


Aging winter as well as summer for 2 whole years makes this the whiskey with "NO ROUGH EDGES." Under a dollar in most cities

6 common penalties. The sketches below show the official signals used by football referees this season to indicate penalties.



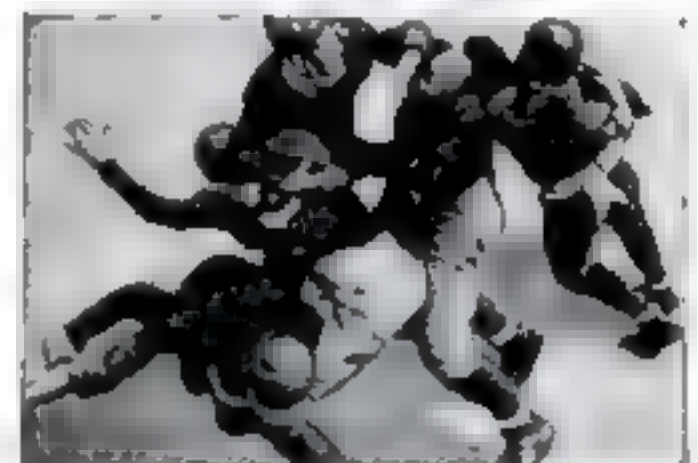
Clipping from behind—15 Yards



Offside—5 Yards



Man in Motion—5 Yards



Unnecessary Roughness—15 Yards



Roughing Kicker—15 Yards

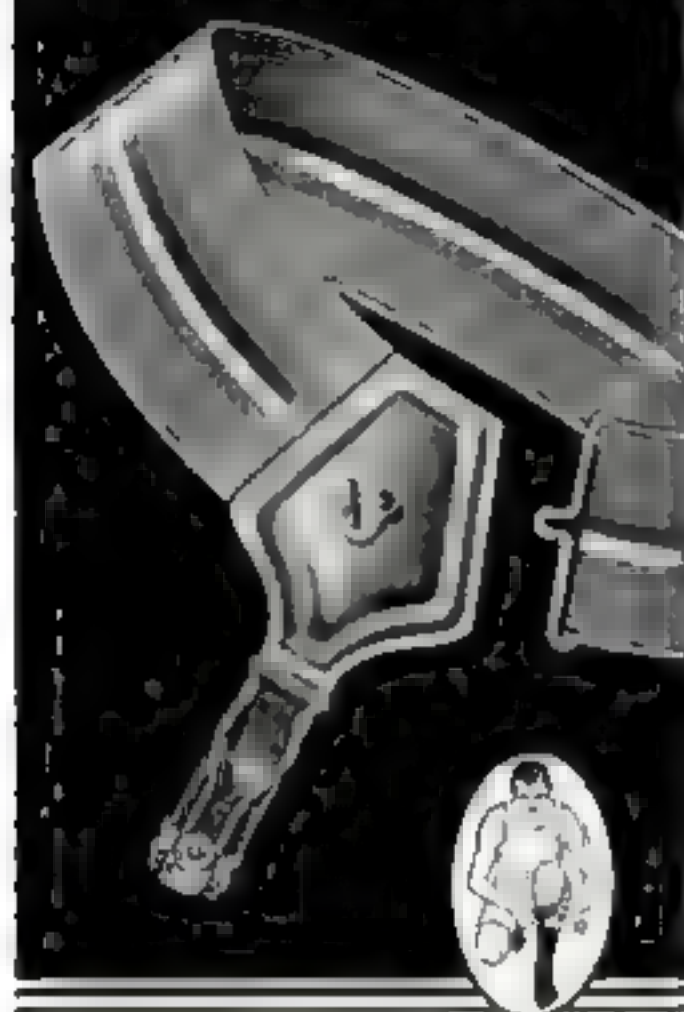


Illegal Use of Hands & Arms—15 Yards

TEN HIGH

STRAIGHT BOURBON WHISKEY

The BEST
at the price of the
NEXT BEST



THE world's best garter is Paris . . . yet it's priced no higher than the next best! Paris outsells any garter sold . . . out-modes any garter made. Widely imitated . . . never duplicated for style . . . comfort . . . value. Tailored full length for full freedom . . . all of its many styles are adjustable for accurate fit. Authentic Fall patterns . . . correct colorings . . . at your dealer's now.

50c and up

A. STEIN & COMPANY
Makers of Paris Suspenders, Belts and Garters
CHICAGO • NEW YORK • TORONTO • BUENOS AIRES

PARIS
GARTERS

NO METAL CAN TOUCH YOU

PICTURES TO THE EDITORS



Mercedes learns to make the consonant breath sound "wh" at the command of her teacher by blowing out the lighted candle.

TEACHING DEAF CHILD

Sirs

Recently there appeared in LIFE a picture of a group of deaf persons "listening" to a sermon translated to them by sign language. Deaf schools no longer teach the sign language. In fact, they take precautions so youngsters in preparatory classes do not mingle with outsiders who still use sign language. Students are taught to talk with their normal, but generally dormant, speech equipment and to "hear" by reading lips. This is a series of pictures of Mercedes Cantrell, 5, of Ottumwa, Iowa, receiving first lessons from Miss Agnes Murphy, instructor at school here.

HARRY MAUCK Jr

Iowa School for the Deaf,
Council Bluffs, Ia.



By constant repetition, she learned to comb her hair when the card is shown.



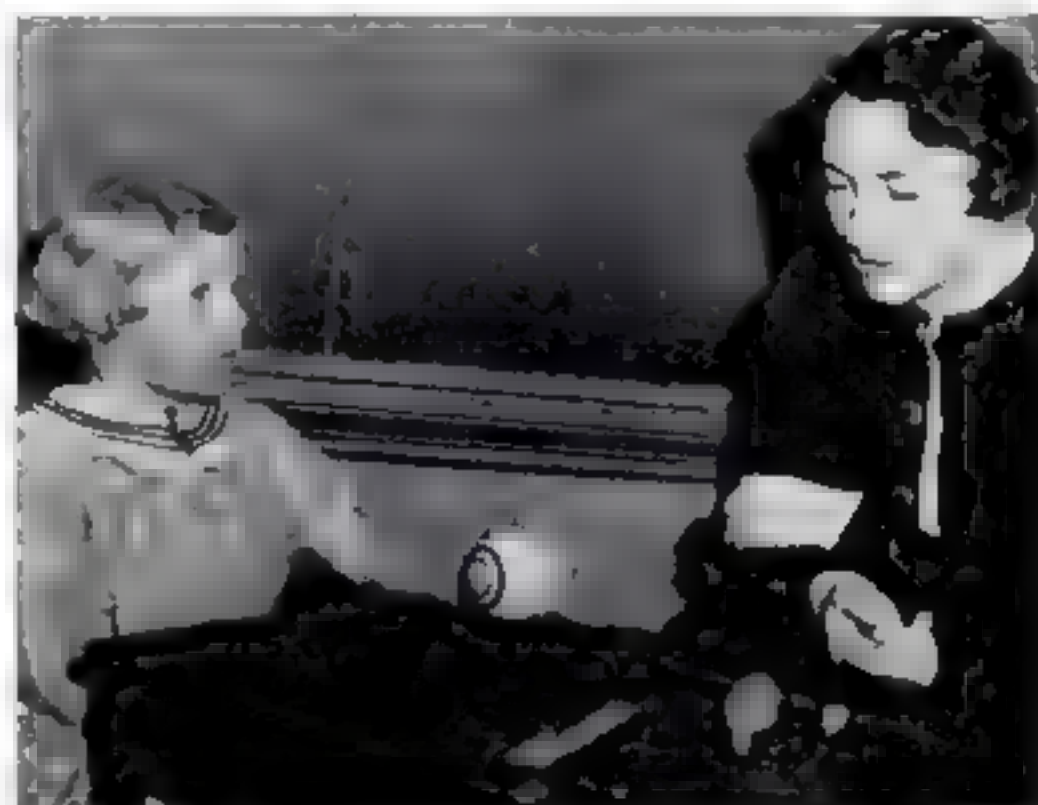
Beginning students place their hands upon the piano, "feel" the music to distinguish the difference in sound pitch.



Sense training also plays a major part. She picks up one of the blocks, feels it, then blindfolded, must find it again.



Here Mercedes stands before the mirror to learn the shape of the lips when "sh" is spoken. The students learn by this method to read the sound on the lips.



Here Mercedes is watching the lips of her instructor and selecting the ball, brush, comb, fork and toothbrush as they are called for by Miss Murphy.



DEFROSTS THE WINDSHIELD



Cyclonic Power Defroster System spreads a blast of warm air over windshield to keep it free of ice, snow, steam.

CIRCULATES MORE HEAT



New high-heat-wave radiator and powerful motor-fan will circulate over 50% more heat throughout the car.

WARMS THE FEET



Foot-warmer outlets drive a portion of heat downward in opposite directions for extra comfort.

The new Triple-Duty Arvin does more than merely keep you warm. It is a 3-way heat distributing system for defrosting, foot-warming and circulating more heat in your car. Winter comfort plus protection. Special Duo-Flow model for Ford V-8, Tailor-Fit models for General Motors and Chrysler-built cars. Model shown, \$15.95, with two defroster and two foot-warmer outlets. Defroster fittings slightly extra.



Genuine Arvin Heaters for all cars as low as \$9.95.

NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Ind. Makers of Arvin Phantom Filter Radios for Car and Home. Dual Thermostat Assure Maximum Heater Efficiency.

Triple Duty ARVIN
CAR HEATING SYSTEM
with Cyclonic-Power Defroster



... I like your Barbasol Face"

Do you want to make a hit with your wife or sweetheart or a certain little pet you've got a yen for?

Then throw away old shaving methods and switch to modern Barbasol.

Try this wonderful cream for just two weeks and see what an improvement it makes in your face.

Note how much softer and smoother your skin feels, how roughness and wrinkles seem to clear away—how much younger you look with a Barbasol Face!

For Barbasol contains none of those harsh alkalis

that dry out the skin, make it feel drawn and taut after shaving—alkalis that irritate, roughen and wrinkle.

Barbasol is a soothing cream, very beneficial to the skin. First it prepares your beard for a mighty sweet shave, and then it leaves your skin as soft and supple as seventeen.

Ask your druggist now for Barbasol. No brush, no lather, no rub-in—it's America's fastest-selling shaving cream. Large tube, 25¢; giant size, 50¢; family jar, 75¢. Barbasol Blades, 5 for 15¢.

For modern shaving



No Brush—No Lather—No Rub in



Foot-Joy
TRADE MARK REG. U.S. PAT. OFF.
The Shoe that's Different

Feet take a new lease on LIFE in these famous FOOT-JOY SHOES!

It is often asked why Foot-Joy shoes can always assure men the utmost in walking comfort, when no two men's feet are exactly alike. The reason is simple. Men's feet have one factor in common: They carry the weight of the body along a line (authorities call it the "leverage line")—running from heel to toe. Regardless of the length or width of the feet, the shoe you wear must balance along this line to give you real walking comfort. That is why so many people say you don't have to "break-in" Foot-Joy shoes fitted by an expert. He has taken into consideration the shape as well as the measurement of your feet. To have this fact more clearly demonstrated, ask the nearest Foot-Joy dealer to fit you to Foot-Joy, or to analyze the way your present shoe fits you. We'll send you his name and fuller particulars if you write us.

FIELD and FLINT CO.
BROCKTON, MASSACHUSETTS
Bootmakers to Gentlemen Since 1857

**Oooh!... LOOK
WHAT GRANNY
SENT!**



Pure maple syrup from Vermont! Of course, it comes by Railway Express, swiftly, safely and at low cost—as do fresh persimmons from California, country sausages from Iowa, tree-ripened grapefruit from Florida... and the many other things that will give friends or relatives a long-remembered taste treat. Pick-up and delivery at no added charge. For service, phone the nearest Railway Express office.

**RAILWAY EXPRESS
AGENCY, INC.**
NATION-WIDE RAIL-AIR SERVICE

**RAILWAY
EXPRESS
AGENCY**

INDIA

The Magnificent

Travel in India has a fascination that is matched by no other land. Go in your own private car with 6 to 8 guests and servants for less than Pullman fare at home. First Class travel is lower in cost than almost anywhere else in the world.

Travel literature, itineraries and details, also information regarding freight, rates and commerce from V. L. Dean, *Resident Manager, India State Railways Bureau*, 38 East 57th St., New York. PLass 3-5481. Or consult your travel agent.



Speed



**CAUGHT WITH
STRIKING DETAIL**



Contax

Stop fastest action at 1/1250 sec., and its unrivalled Zeiss Lenses hold remarkable detail. Range-finder focuses lens automatically. Always ready, manipulated by a touch of the finger, and practically hidden in your hands. Contax catches subjects unawares. Graphic shots that give you the real person instead of "just a photo." See the Contax and learn why it is the favorite of so many candid fans. At leading dealers. Write for Contax Booklet

CARL ZEISS, INC., Dept. C-4-16
405 FIFTH AVE., NEW YORK
728 So. Hill St., Los Angeles

**ZEISS
IKON**

Choice of 14 interchangeable
ZEISS LENSES

PICTURES TO THE EDITORS

(continued)

DUST BOWL CHANGE

Sirs:

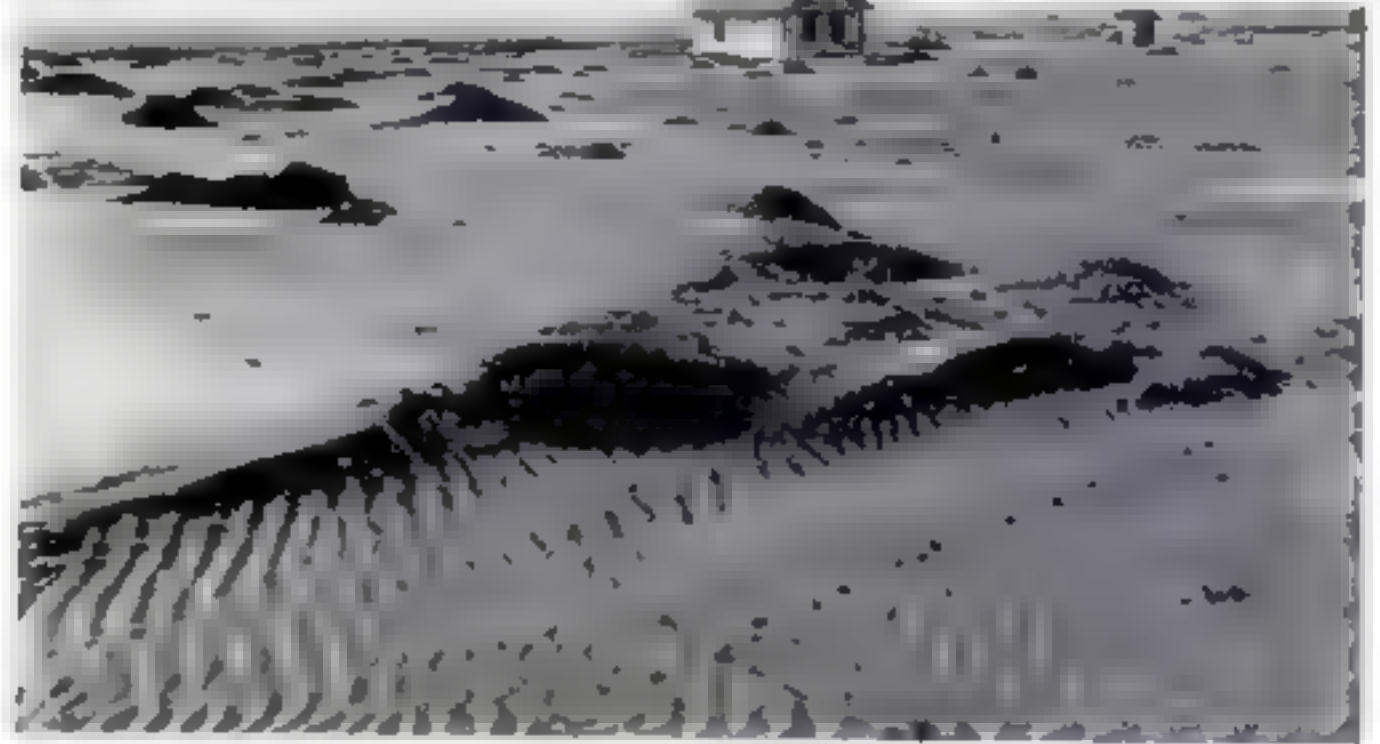
I am herewith submitting pictures (below) portraying reclamation work that has been done in the Dust Bowl. A. C. Witt, farming near Stratford, Texas, experienced six crop failures during the drought period up to 1937. In the winter of 1938, Witt's fields were a mass of sand

drifts. Then he terraced his field to conserve all possible moisture. This summer the desolate field of last winter was an expanse of fully-matured grain sorghums. Witt believes his field is now immune to wind erosion.

VIRGIL S. BECK

Amarillo, Tex.

WITT'S FIELD 1936



WITT'S FIELD 1937



Sirs:

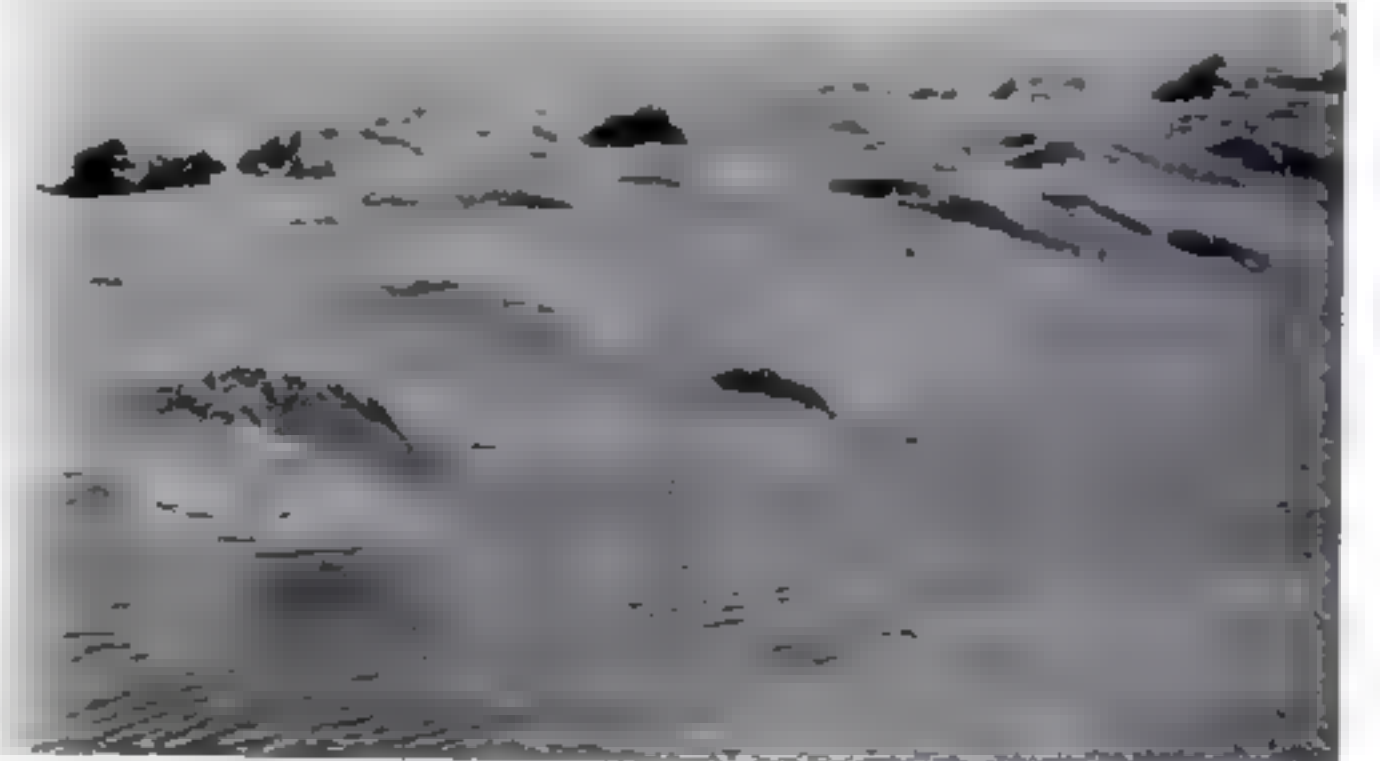
These photographs from the Dust Bowl (below) were taken on identical acres two years apart. In 1936 this pasture was inundated by dust blowing upon it from a nearby ploughed field. Magazine writers swore that it was ruined beyond

repair. But thorough contour plowing in the late winter and early spring of 1938 held the water upon the land. Predictions of ruin were disproved.

BLISS ISELY

Wichita, Kan.

DUST BOWL 1936



DUST BOWL 1937



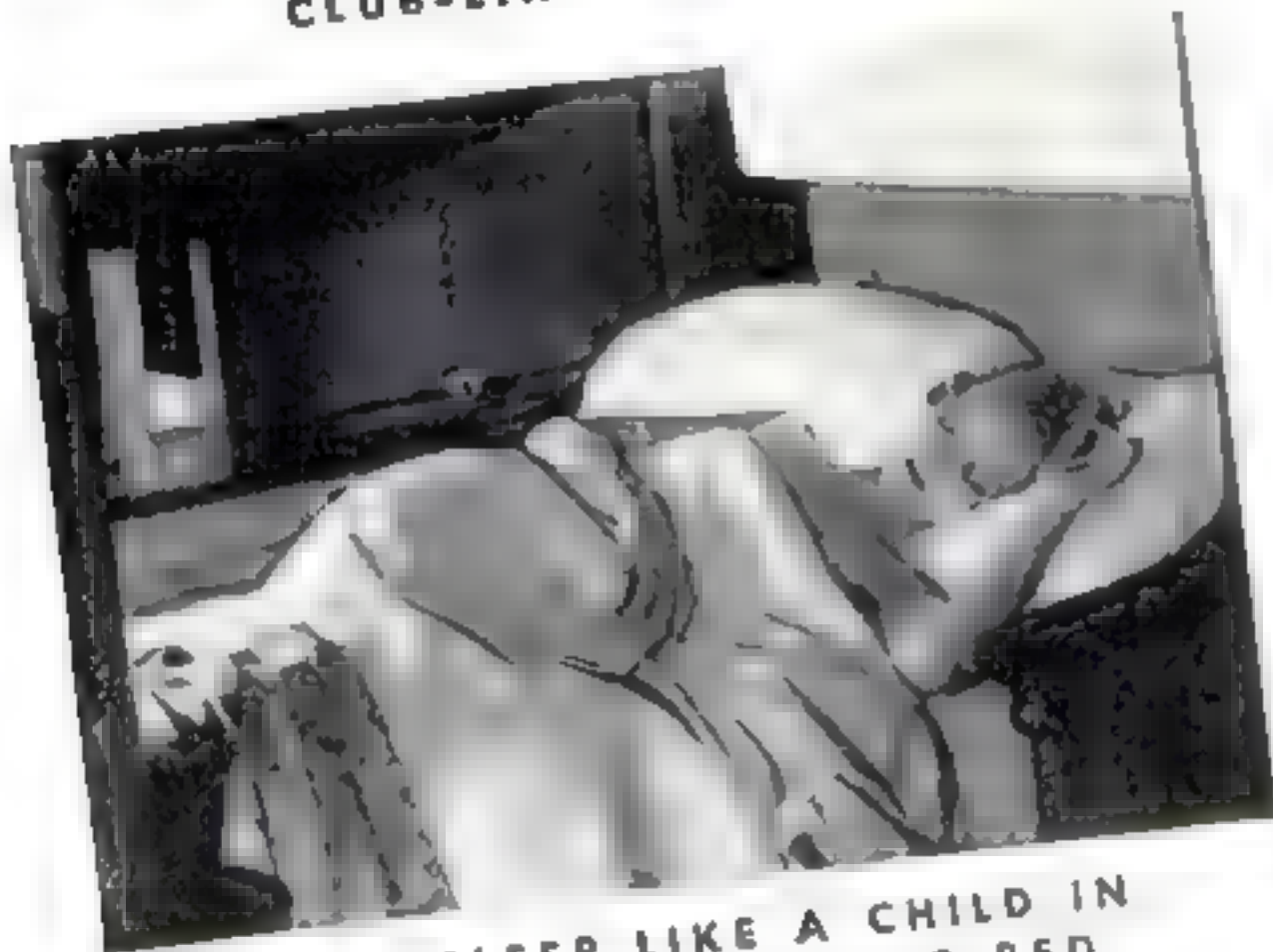
\$2.50

BUYS SO MUCH IN A

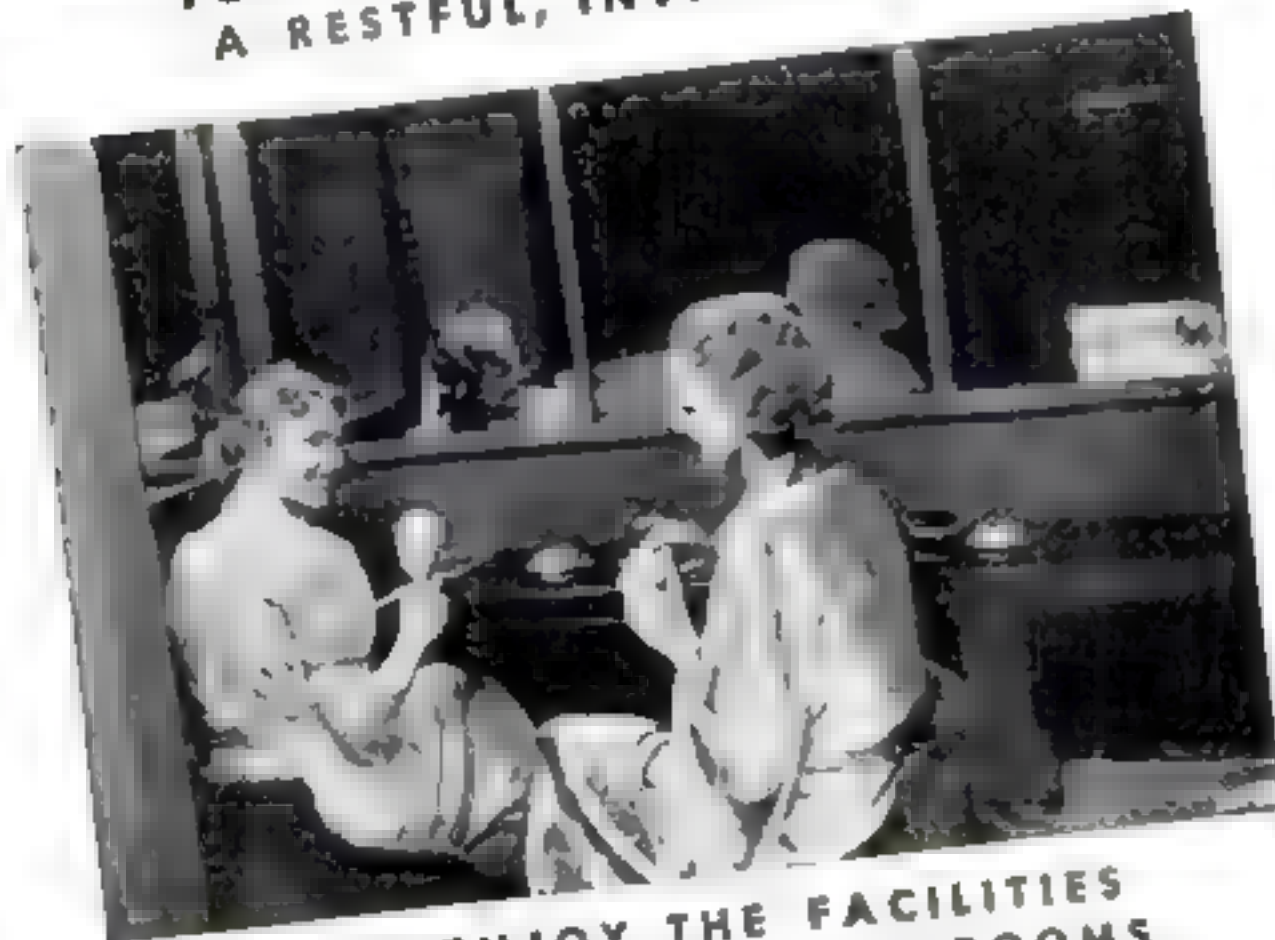
Pullman Car



YOU LOUNGE AND RELAX IN CLUB-LIKE COMFORT



YOU SLEEP LIKE A CHILD IN A RESTFUL, INVITING BED



YOU ENJOY THE FACILITIES OF MODERN DRESSING ROOMS

Half of all the millions of Pullman passengers pay only \$2.50 each for their Pullman accommodations—the price of a lower berth on an overnight journey of about 300 miles. The other half pays more or less—depending on the accommodation selected and the distance traveled. But just consider what these millions get for their \$2.50. Deep, restful sleep in comfortable beds, with plenty of covers and crisp, fresh linen. Inviting seats to lounge in by day. Spotless dressing rooms, with plenty of fresh towels, soap, hot and cold running water. In the air-conditioned cars, cool, filtered air in summer—tempered, humidified warmth in winter! And above all—unequaled safety! Not a passenger or employe fatality in a Pullman car in nearly three years! Add to these the deft, efficient service of a trained Pullman staff, and you have the utmost in travel value for your \$2.50.

★

Furthermore, you can make this overnight journey of about 300 miles for only \$2.00 where an upper berth is used. Or, you can enjoy a whole Pullman section for only \$3.50; a private bedroom for \$4.50 for one, or \$2.50 each for two; a compartment at \$3.50 each for two; a drawing room at only \$3.00 each for three. These are examples of the reasonable cost of Pullman accommodations. For longer distances, of course, costs are in proportion.

★

Ask your ticket agent for complete information on the various Pullman accommodations available and the total cost for the next trip you plan to take. Or write

THE PULLMAN COMPANY, CHICAGO

YOU ARRIVE SAFE AT YOUR DESTINATION—REFRESHED AND ALERT

No matter what the weather, Pullman gets you there—without worry, without waste of time, and in *safety!*



Pullman and Rail—The safe way to go and the sure way to get there

Copyright 1937, The Pullman Company



Rosy FINGERS



• Men never can resist the appeal of soft, lovely hands with rosy-tipped fingers. . . . So take your future in your hands . . . accent your personality with one of these new shades of La Cross, the prestige polish that looks better and lasts longer.

ASK YOUR MANICURIST to apply this marvelous polish in the new shades, or try a regular-size bottle on our money-back guarantee. 50 cents the bottle in United States and Canada.

+ La Cross
NEWARK, N. J.
CREME DAIL POLISH

The prestige polish that looks better and lasts longer.
 • La Cross Glycerated Nail Polish Remover contains no acetone and is kind to brittle nails and harsh cuticles. Use it also to thin out thick polish.
 1/2-oz. size, 25¢; 2 oz. economy size, 50¢.

Now
EVERYONE
CAN OWN A
CROSLEY
AUTO RADIO



PICTURES TO THE EDITORS

(continued)

SAME IDEA

For fourteen years now, have had a photographic likeness of my two youngsters and myself in exactly the same position. Imagine my surprise when I opened this week's issue of Life to find that Mr. Melwick has had exactly the same pose. Because I knew you will be interested in this coincidence, I am sending you herewith my set of pictures.

DR. ROBERT METZ
Sales Promotion Manager
Graybar Electric Co., Inc.
New York, N. Y.



Stimulate
HAIR GROWTH
Improve
CIRCULATION
*with MECHANICAL,
ALTERNATE VACUUM
AND PRESSURE
X-ER-VAC
TREATMENTS



THE CROSLLEY RADIO CORPORATION
Dept. 108-L, Cincinnati, O. © 1937 The C. R. Co.

CHOPPER CHOOSES PENDLETON SHIRTS



PENDLETON
- Virgin Wool *Shirts*

Gentlemen
Please send illustrated sales catalog, with check
Name _____
Address _____
City _____ State _____ Zip _____

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A "Big 3" liner in the Panama Canal

"Flamingo Beach"—an ever popular feature on these Cruise-Voyages



"Cruise-Voyages"

To California and Mexico
via Havana, the Panama Canal



"Sunshine Fortnight", experienced travelers call this fascinating Coast-to-Coast sea trip. And the most popular (as well as the largest) ships in this service are the "Big 3" the *California*, *Pennsylvania* and *Virginia*. Each a 33,000 ton liner specially designed for tropical service. All rooms outside rooms. 7 acres of broad, airy decks. Two built-in outdoor pools. Elevators. Air-conditioned dining rooms—grand food and excellent service. And you'll like the homelike atmosphere and friendly hospitality for which these ships are noted.

Rates—surprisingly low. To California, \$225 up. To Mexico, \$195 up. First Class, (at some seasons slightly higher), Tourist Cabin, \$125 and \$105, respectively. Reductions on round trips.

NEXT SAILINGS OF THE "BIG 3"
s.s. *Virginia*, Oct. 30
s.s. *California*, Nov. 13
s.s. *Pennsylvania*, Nov. 27

VACATION CRUISE-TOURS: From hometown to hometown, one way by sea—one way by rail or air. Special rates from \$214 up.

23-DAY MEXICO VACATION TRIPS: combination rail water trips with 9½ days in Mexico. Rates cover Pullman, hotel and steamer accommodations, meals, special sightseeing trips, etc. All Expenses—\$290 up.

2 SHORT WINTER CRUISES on the popular liner *Virginia*. December 24, 9 days, \$115 up (to Nassau and Havana)—January 5, 11 days, \$140 up (to Nassau, Havana, Kingston).

Under the same management, weekly services to Europe on popular American liners, headed by the superb s.s. *Manhattan* and s.s. *Washington*.

PANAMA PACIFIC LINE

ONE BROADWAY, NEW YORK
Offices in principal cities

HAVE A BRIGHTER-HEALTHIER SMILE WITH THE NEW **DOUBLE DUTY** TOOTH BRUSH

REG. U. S. PAT. OFF.

Designed to

1. Massage Effectively 2. Clean Scientifically

HERE IT IS—the new *Double Duty* Tooth Brush—introducing a new and improved brushing technique for sparkling teeth and firmer, healthier gums! Here is the brush that fills the requirements of modern dental hygiene, the brush that enables you to (1) *massage your gums as* (2) *you clean your teeth.*

It's new! From its small, modern head to its cleanly spaced bristles it represents the best professional opinion of the thousand dentists who helped perfect it. But it's the handle that highlights its modernness—the “twisted” handle that gives you the *correct grip* for the “rotary motion” most dentists recommend. You massage your gums—easily, naturally, almost automatically—as you clean your teeth.

Go to your druggist, today, and get your *Double Duty* Tooth Brush. For remember—healthier gums and whiter teeth mean a *sparkling, winning smile!* Made by the world-famous Rubberset Company, Newark, N. J., your guarantee of quality brushes.



Hidden crevices, where dangers lurk, are easily reached by the *Double Duty* Tooth Brush. Firm, fine-quality bristles are spaced dentally right so that hidden crevices are more easily reached.



Gum massage is urged by many dentists because today's soft, creamy foods rob gums of exercise—that's why they become weak, “sensitive”—and often flash that tinge of “pink.”



The “twisted” handle of the new *Double Duty* Tooth Brush is professionally designed to make gum massage almost automatic. You can't help but grip the brush correctly, so that the “rotary motion” most dentists recommend comes *naturally.* You clean your teeth and massage your gums with less effort—no wonder thousands of new users applaud this amazing brush!



It's the Twist

that makes you use the “rotary motion” dentists recommend for

**1. Massaging the Gums
2. Cleaning the Teeth**

**RUBBERSET
DOUBLE DUTY
TOOTH BRUSH**



Radiant smiles that reveal sparkling teeth—how often have you envied them? Try *Double Duty* and see if it doesn't help improve your smile!

HOUSEWIVES ADOPT HOOVER'S NEW CLEANING IDEA now at a new low price



Ensemble's the idea. From rug-to furniture-cleaner instantly, by slipping tool connector into slot at side of cleaner.

Hoover celebrates 30th Anniversary with new Cleaning Ensemble. Light weight, made with magnesium ($\frac{1}{3}$ lighter than aluminum) . . . Instant change from cleaner to tools . . . New streamline design. New work-lightening features.

Priced for everyone. An ultra-modern cleaner with the new ensemble idea . . . that anyone can own.

Cleans everything. Rug-and-furniture cleaner in one ensemble. Cleans carpets, linoleum, clothing, inside the motor car, fur coats, mattresses. Best known method of removing dog hairs.

Keeps light modern furnishings cleaner. Suction brushes—soft ones and stiff ones—get hidden dirt out of light-toned upholstery, draperies, delicate lamp shades, Venetian blinds, radios, radiators.

Protects carpets better. Positive Agitation (patented Hoover action) removes the embedded grit that wears rugs out. The approved method of cleaning Oriental rugs and deep-piled carpets.

Easier to use. Made with Bakelite and magnesium ($\frac{1}{3}$ lighter than aluminum). Instant tool connection. Visible rug adjustment. Electric Dirt Finder.

Smartly modern. Streamlined design by Henry Dreyfuss. Colors—beige and brown, gold-banded.

Easy to try—easy to buy. Your leading local store will send its neighborhood Hoover representative to show you the new Model 25 Cleaning Ensemble and explain the easy terms.

Thirty years ago a new cleaning idea—the Hoover... "it beats as it sweeps as it cleans". Today the newest idea—Hoover Cleaning Ensembles.



30TH ANNIVERSARY HOOVERS
(with Positive Agitation)
NEW HOOVER MODEL 25 Cleaning Ensemble, at a new low price, **\$65.00**
as illustrated. Cleaner.....

Cleaning Tools, \$14.50.

HOOVER ONE FIFTY Cleaning Ensemble, with automatic rug adjuster, time-to-empty signal, two speeds, clip-on plug. Cleaner, **\$79.50**
Cleaning Tools, \$16.50.

HOOVER "300" full-size, quality built, remarkably low price.....Cleaner, **\$49.75**
Cleaning Tools, \$14.50.

You can buy a Hoover for as little as \$1.00 a week, payable monthly. Small carrying charge on extended payments.



SOILED CLOTHES often come from hidden dirt in upholstery. You don't see this dirt until it rubs off on light clothes. Hoover removes it—saves on cleaning bills. Also dislodges moths from their breeding places.



SAFE—You'll enjoy the bright gayety of modern furnishings more when they can be kept truly clean with a Hoover. Tools for everything in a Handy Cleaning Kit that's part of the Ensemble. Easy to use and store.

Guaranteed to prolong
the life of rugs
Sold only by reliable local
merchants

HOOVER CLEANING ENSEMBLES

OVER AND OVER AND OVER AND OVER AND OVER

OVER AND OVER AND OVER AND



OVER AND OVER AND OVER AND OVER AND

IN ANY BUSINESS
Costly

Social Security records, reports and receipts; on publication and catalog wrappers . . . *on forms and communications of every kind.*

Write on business stationery for a free copy of "Business Short Cuts"... a 152-page book of Addressograph methods and machines. There is no obligation.

In the fully modern office *Addressographing* is the quick, accurate and economical method for handling repeatedly rewritten names and data. By this money-saving method a form or communication is *completely and correctly* headed up, filled in or addressed *with one motion*.

Speedily and neatly, Addressograph writes names, information or figures on varied manufacturing forms; on stock and cost records; on pay rolls and other time and pay forms; on shipping forms, tags and labels; on advertising and selling literature for mailing; on ledger sheets, statements and collection forms; on stockholder records and dividend checks; on tax, insurance, electric, gas and other bills; on



The Addressograph line of more than 50 money-saving machines extends from hand-operated models to new-type electric models (at left) and high-speed, fully automatic machines for heavy duty (above).

ADDRESSOGRAPH-MULTIGRAPH CORPORATION, CLEVELAND, OHIO
ADDRESSOGRAPH-MULTIGRAPH of CANADA, Limited, TORONTO
Sales Agencies in Principal Cities Throughout the World

Her Singing Coach Advised A Light Smoke

**CAROLE LOMBARD* PREFERS LUCKIES
BECAUSE THEY'RE EASIER ON HER THROAT**

"WHEN I had to sing in a recent picture," says Carole Lombard, "I considered giving up smoking. But my voice teacher said I needn't if I'd select a light smoke—Luckies.

"I soon found that even when singing and acting twelve hours a day, I can smoke as many Luckies as I like without the slightest throat irritation."

The reason Luckies are easy on Miss Lombard's throat is because the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the honest judgment of those who spend their lives buying, selling and handling tobacco . . . with men who know tobacco best . . . it's Luckies—2 to 1.

* Star of the new Paramount production "True Confession"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"

Copyright 1935, The American Tobacco Company



WITH TOBACCO EXPERTS...
WITH MEN WHO KNOW TOBACCO BEST

It's Luckies 2 to 1